

LIFE



SANDBURG SINGS AMERICAN

FEBRUARY 21, 1938

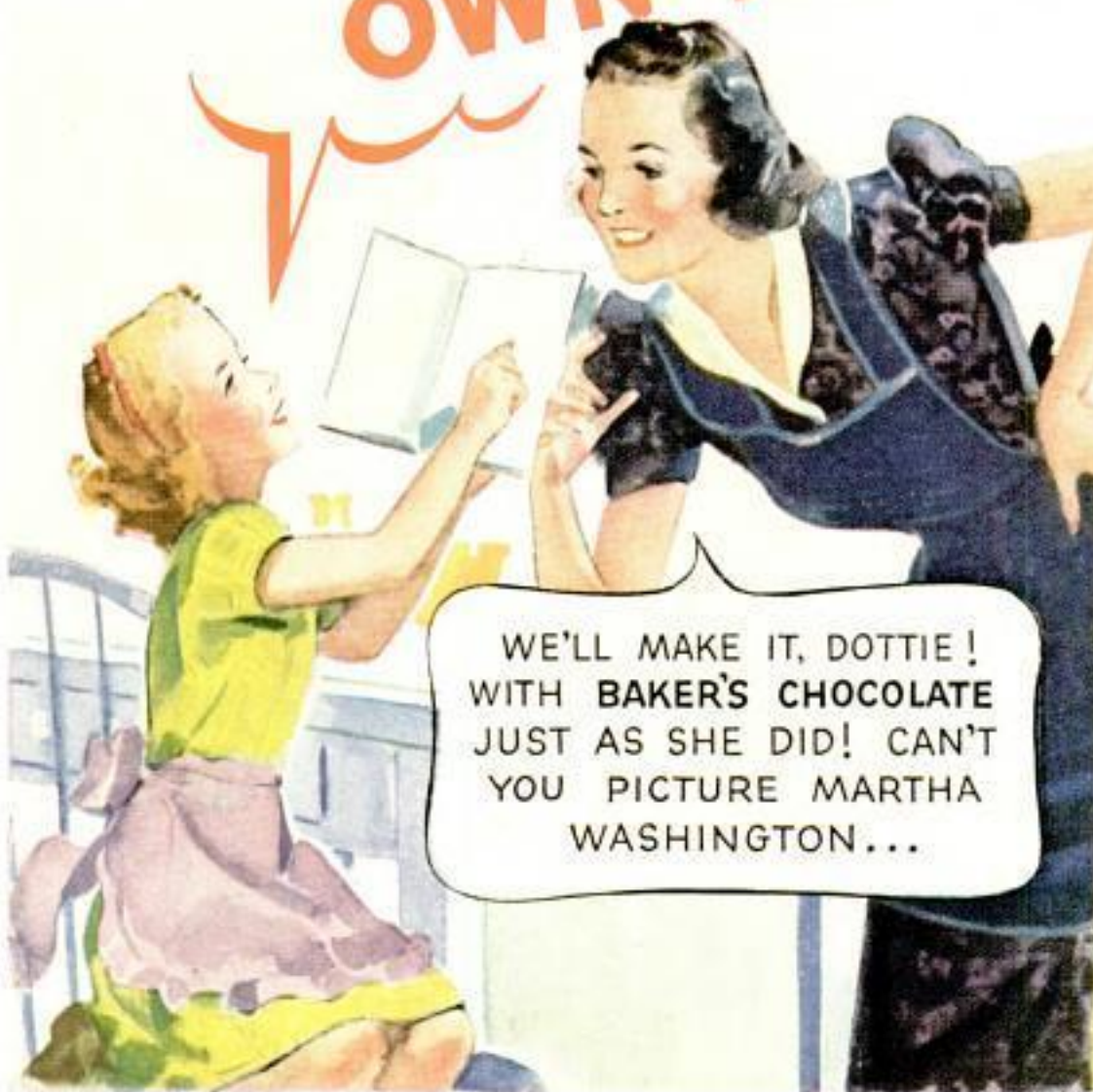
10 CENTS

15 CENTS IN CANADA, HAWAII
ALASKA & U. S. POSSESSIONS

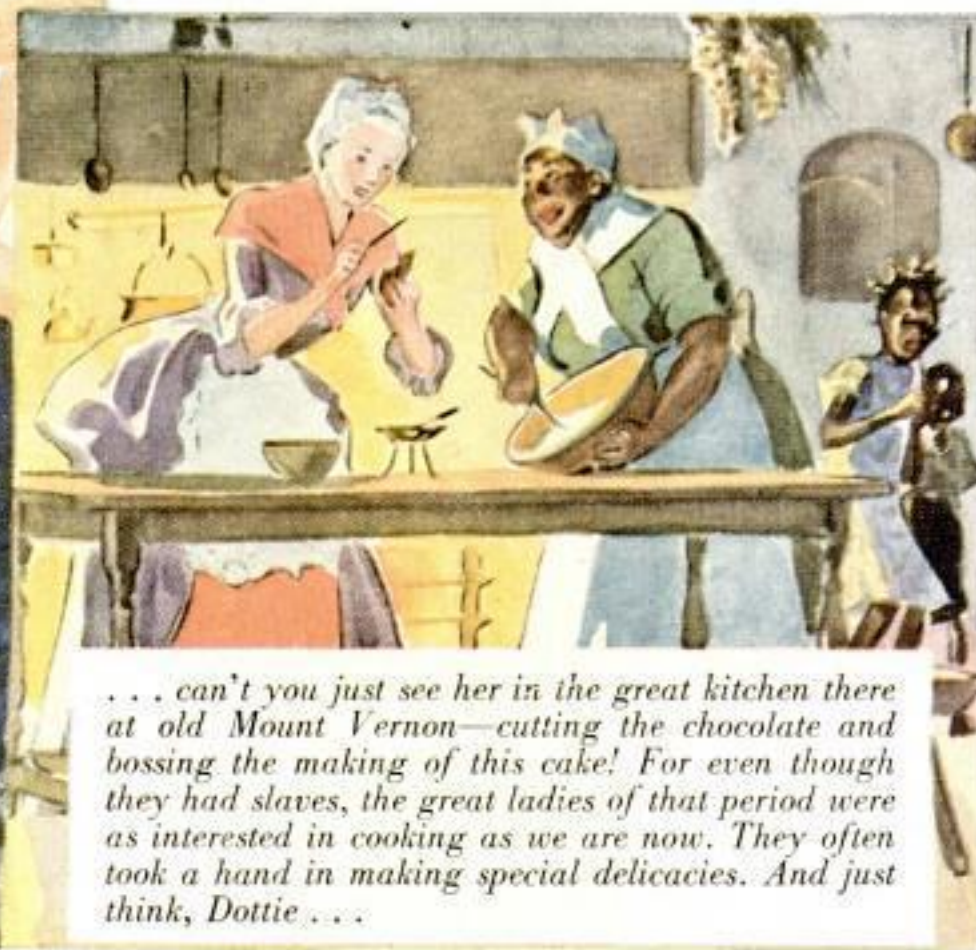
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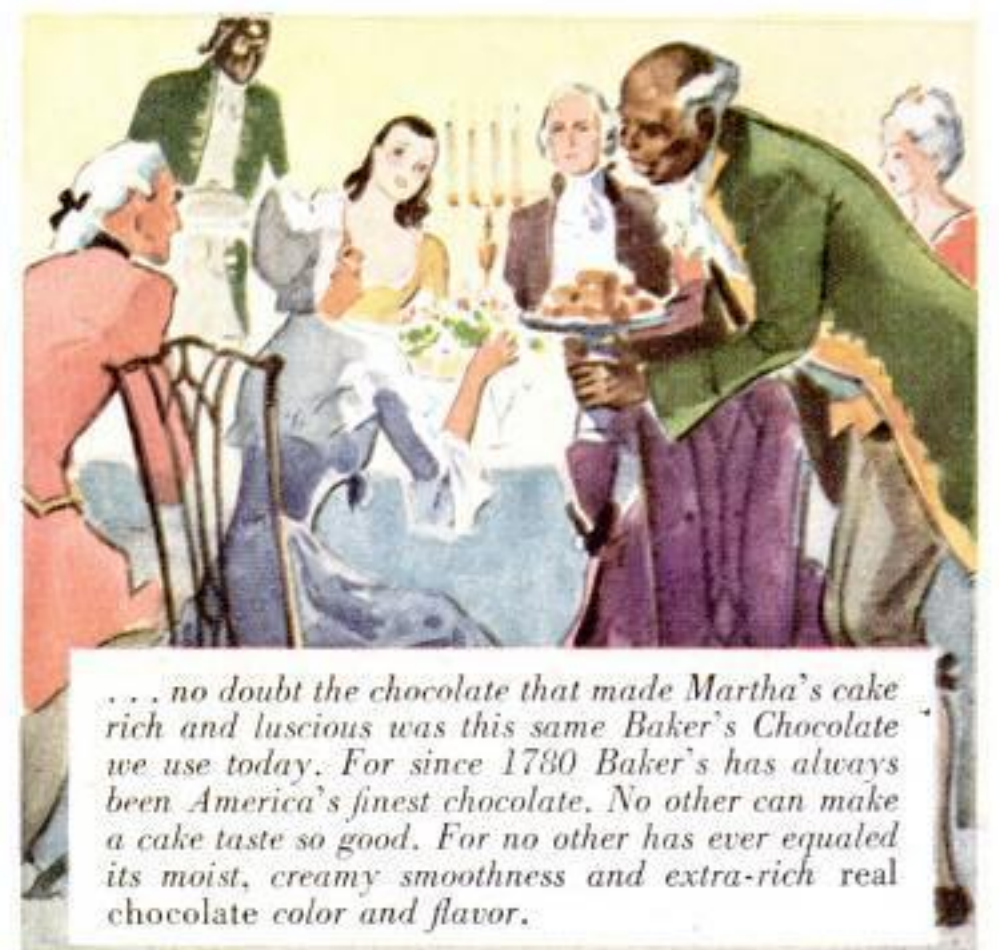
LOOKY, MOTHER! MARTHA WASHINGTON'S OWN RECIPE FOR DEVIL'S FOOD CAKE!



WE'LL MAKE IT, DOTTIE! WITH BAKER'S CHOCOLATE JUST AS SHE DID! CAN'T YOU PICTURE MARTHA WASHINGTON...



... can't you just see her in the great kitchen there at old Mount Vernon—cutting the chocolate and bossing the making of this cake! For even though they had slaves, the great ladies of that period were as interested in cooking as we are now. They often took a hand in making special delicacies. And just think, Dottie...



... no doubt the chocolate that made Martha's cake rich and luscious was this same Baker's Chocolate we use today. For since 1780 Baker's has always been America's finest chocolate. No other can make a cake taste so good. For no other has ever equaled its moist, creamy smoothness and extra-rich real chocolate color and flavor.



HEY, MY NOSE TELLS ME THERE'S SOMETHING MIGHTY GOOD IN THERE!

DEVIL'S FOOD CAKE—LIKE MARTHA WASHINGTON USED TO MAKE FOR THE FATHER OF OUR COUNTRY!

AND WE USED BAKER'S CHOCOLATE TOO... JUST LIKE SHE DID! IT'S YUMMY DADDY!

MARTHA WASHINGTON'S DEVIL'S FOOD CAKE

(Recipe adapted to modern measurements from "Martha Washington's Rules for Cooking" published by Ann Parks Marshall, Washington, D.C.)

- | | |
|--|--|
| 4 squares Baker's Unsweetened Chocolate | $\frac{3}{4}$ teaspoon soda |
| 1 cup sugar | $\frac{1}{2}$ teaspoon salt |
| $\frac{1}{2}$ cup buttermilk | $\frac{1}{2}$ cup butter or other shortening |
| $2\frac{1}{2}$ cups sifted Swans Down Cake Flour | $\frac{1}{4}$ cup sugar |
| $1\frac{1}{2}$ teaspoons Calumet Baking Powder* | 3 eggs, well beaten |
| | 1 cup buttermilk |
| | 1 teaspoon vanilla |

Melt chocolate over boiling water; add 1 cup sugar and $\frac{1}{2}$ cup buttermilk and stir over boiling water until sugar is dissolved. Cool.

Sift flour once, measure, add baking powder, soda, and salt, and sift together three times. Cream butter thoroughly, add $\frac{1}{4}$ cup sugar gradually, and cream together until light and fluffy. Add eggs and beat well. Add about $\frac{1}{4}$ of flour mixture, mix thoroughly; add chocolate mixture and blend. Add remaining flour, alternately with buttermilk, a small amount at a time, beating very thoroughly after each addition. Add vanilla. Bake in greased 15x9x2-inch pan, in moderate oven (350°F.) 30 minutes, or until done. When cold, trim edges, cut in half crosswise, and put together as a two-layer cake, matching edges carefully. Spread tops and sides with Martha Washington Fudge Frosting.

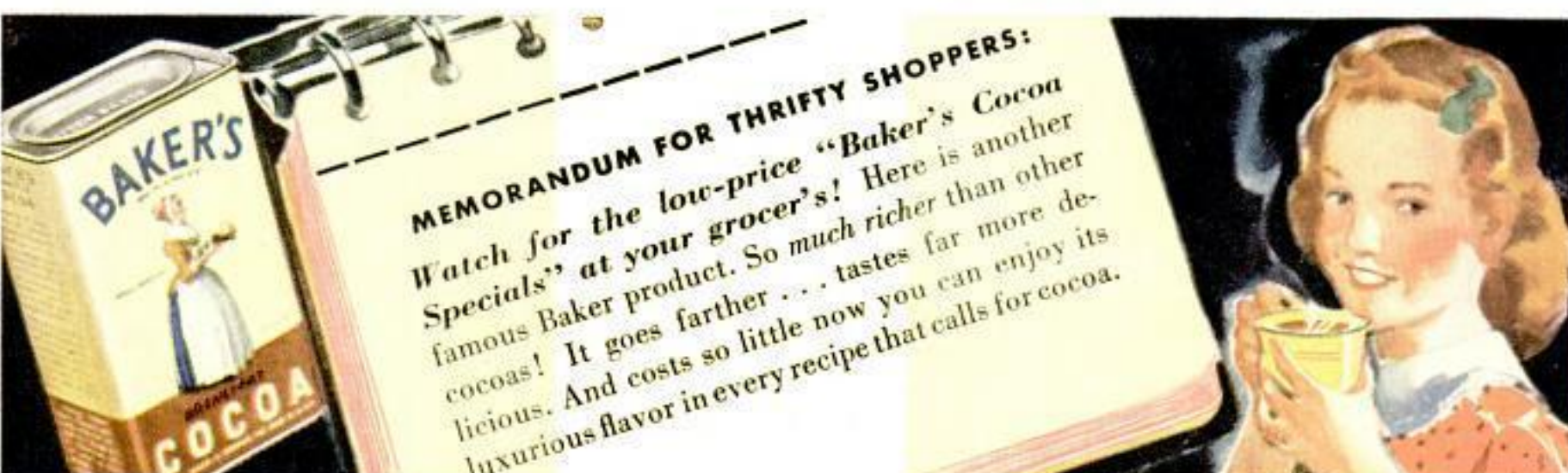
*If another baking powder is used, adjust the proportions as recommended by the manufacturer.

MARTHA WASHINGTON FUDGE FROSTING

Combine $1\frac{1}{2}$ cups sugar, $\frac{3}{4}$ cup water, 1 tablespoon light corn syrup, and a dash of salt in small saucepan. Bring quickly to a boil, stirring only until sugar is dissolved. Then boil, without stirring, until mixture forms a very soft ball in cold water (232°F.). Cool to lukewarm (110°F.). Melt 4 squares Baker's Unsweetened Chocolate in medium saucepan over boiling water. Add 4 tablespoons butter and 1 teaspoon vanilla. Remove from boiling water. Add syrup gradually, stirring constantly. Continue stirring until smooth and thickened. Place again over boiling water and stir until frosting is softened and of right consistency to spread. Remove from boiling water and spread on cake. If necessary, place over hot water to keep soft while spreading. Makes enough frosting to cover tops and sides of two 7 $\frac{1}{2}$ x9-inch square layers or tops of layers generously. (All measurements are level.)



BETTER BUY BAKER'S—
Look for the Baker Girl on the package to get the chocolate with extra richness, famous since 1780. Baker's Chocolate is a product of General Foods.



MEMORANDUM FOR THRIFTY SHOPPERS:
Watch for the low-price "Baker's Cocoa Specials" at your grocer's! Here is another famous Baker product. So much richer than other cocoas! It goes farther... tastes far more delicious. And costs so little now you can enjoy its luxurious flavor in every recipe that calls for cocoa.

NEW, DIFFERENT CHOCOLATE CAKE AND DESSERT RECIPES!



Free! Chocolate Peppermint Cake! Chocolate Cream Pie! A new kind of Devil's Food! These and eleven other gorgeous cake, pudding, candy and beverage recipes (illustrated in full color) yours free! Just mail this coupon—today!—to:
GENERAL FOODS, BATTLE CREEK, MICHIGAN

Your name _____ Street _____

City _____ State _____
(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires Aug. 1, 1938)

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"Just drive our car 10 miles and we claim you'll buy it!"

So say the 7,300 veteran craftsmen who build this amazing new 1938 Studebaker

IT MAY be size, style, power, price, or just all-around liking that attracts you to a car. But you'll never get any more out of that car than the workmanship which goes into it.

That's why the 7,300 top-flight veteran craftsmen who build the amazing new 1938 Studebaker, confidently invite you to pit it for 10 convincing trial miles against any other car you may have in mind.

These painstaking, conscientious, long-time Studebaker workmen claim the amazing 1938 Studebaker will run more sweetly, stop more surely, steer more safely, handle more easily, ride more restfully, accelerate more brilliantly and climb hills with less effort than any car you care to nominate as its rival.

Behind their belief in this great car's superiority is their knowledge of the uncompromising care that governs every detail of Studebaker construction—care so exacting that only men long trained in the Studebaker way of doing things are allowed to man the Studebaker shops.

Friendly fellow townsmen, these expert Studebaker artisans see to it that Studebaker's brilliant engineering, vast modernly equipped shops, great laboratories and 800-acre million dollar proving ground assure you the utmost in 1938 car value.



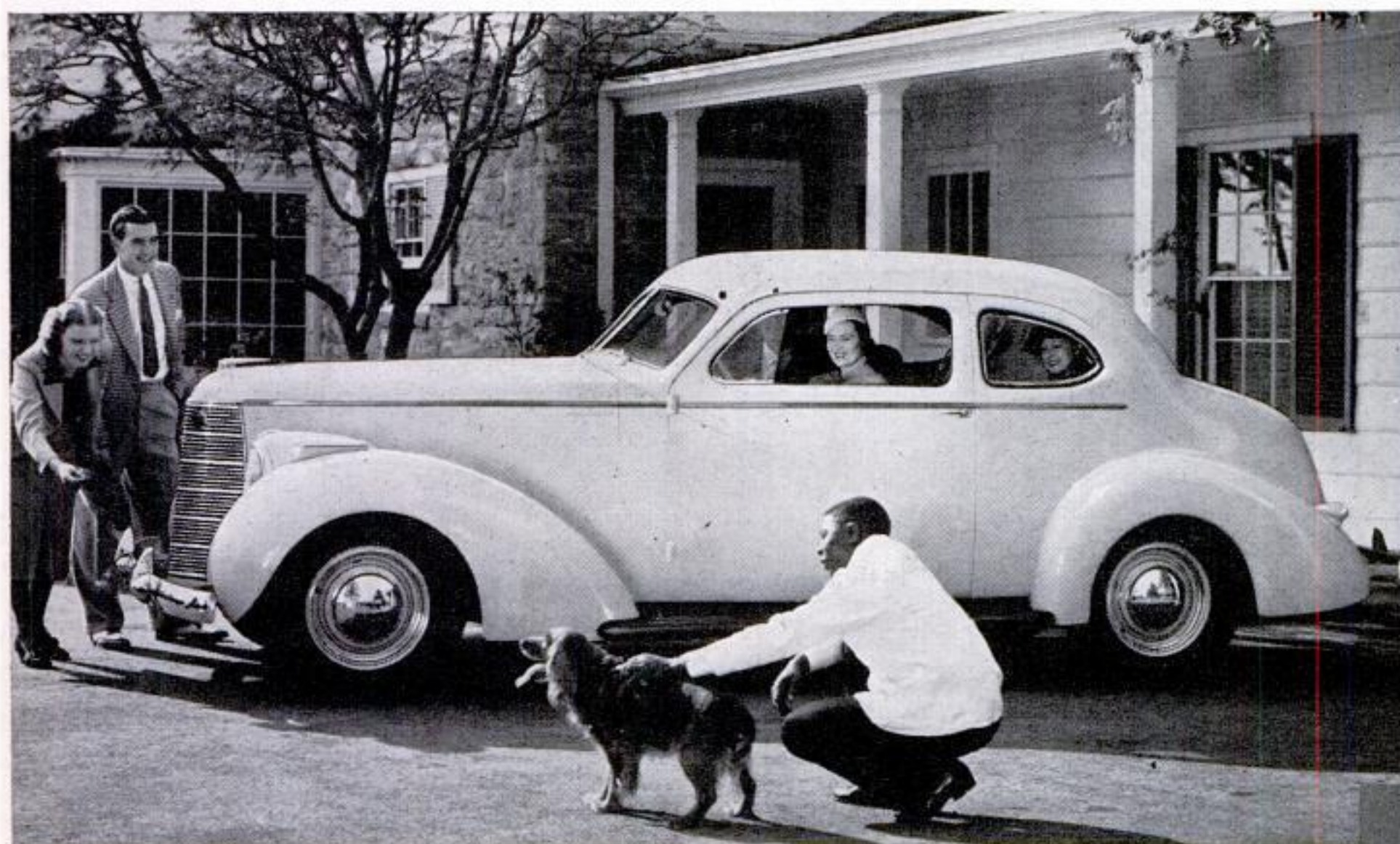
This gifted ventriloquist is also an able craftsman on the Studebaker final assembly line. His name is LeRoy W. Longenecker, born and raised in South Bend, and son of a father who once was a Studebaker craftsman, too. Studebaker workmen are responsible, long-time residents of their community. Half of them have been on their jobs ten years or more. They average forty years of age.



They've spent 50 years between them building Studebakers—They're the Slotts, Martin J., and Victor J., one of Studebaker's many father and son teams. Mr. Slott, senior, is a line feeder on final body assembly and has been 34 years on his Studebaker job. Victor Slott, the son, is a metal finish inspector on bodies before they're painted. Both are upstanding South Bend citizens and home owners as well as tip-top Studebaker craftsmen.



Protectors of American wild life are the 5,200 members of the Studebaker Rod and Gun Club, largest Conservation Club in the world. The Studebaker proving ground is a famous game preserve. In the picture James Paul Hetman and Ervin Fisher, Studebaker veterans of 12 and 17 years standing, are looking over some baby quail that are being raised experimentally on the Hetman farm. Good men to have building Studebaker cars and trucks.



First in its price class for economy was a stock Studebaker Commander Cruising Sedan in the recent Gilmore-Yosemite Run, averaging better than 24 miles per gallon. And the beautifully modeled 1938 Studebaker is called "the best designed car of the year" by the authoritative Magazine of Art. Pictured is a President Club Sedan with plenty of room for six passengers. All 1938 Studebakers come complete with independent planar wheel suspension, automatic hill holder, non-slam rotary door latches, Fram oil economizer, safety steel body reinforced by steel box sections, oversize weather-tight trunk. Low prices on easy C. I. T. budget plan terms. The Studebaker Corp., South Bend, Ind.

STUDEBAKER

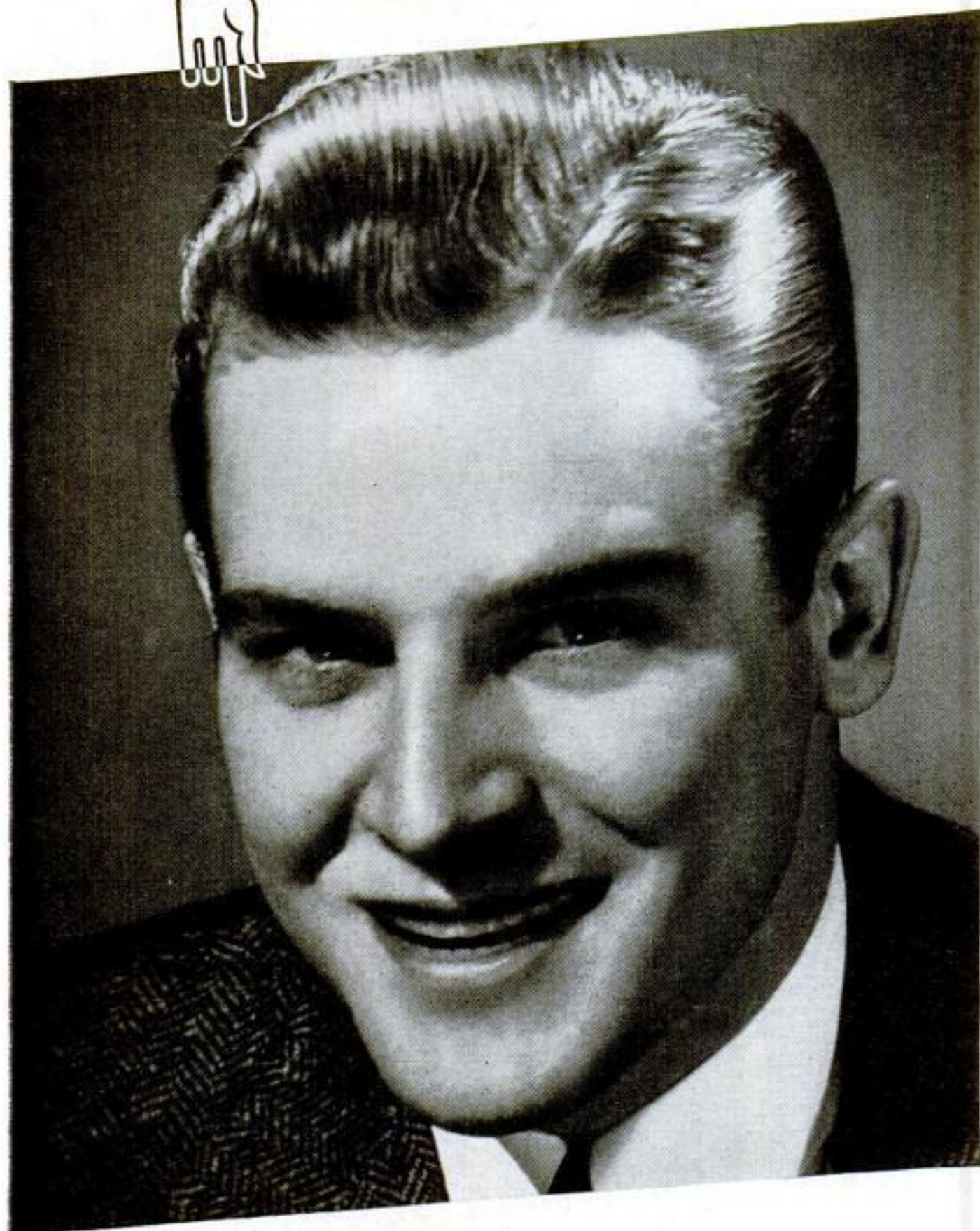
★ **DRIVE IT AND YOU'LL BUY IT!**

This One



LWLE-5YU-FYLL

**start
at
the Top!**



And work up a head of handsome, healthy hair . . . This part time job pays **big dividends**, for men who "go places" are invariably well-groomed . . . Write 'Vaseline' Hair Tonic on your memo pad and add these two notes to your success story:

Every Morning

brush a very few drops of 'Vaseline' Hair Tonic into your hair. The natural oil of this famous Tonic just naturally makes the hair good-looking . . . helps to overcome dryness . . . keeps unruly hair neat . . . Remember that a certain amount of oil in the hair is necessary to its best condition.

Every Week

before shampooing, massage the scalp with plenty of 'Vaseline' Hair Tonic to stimulate scalp circulation. And, after the shampoo if your hair is inclined to be dry (and whose isn't), apply a few drops of the Tonic to supplement the deficient oils . . . help to combat annoying dandruff.



Tune in on radio's greatest personality show . . . starring Jean Hersholt as the small town doctor of River's End . . . Hear him in the role of Dr. Christian next Sunday . . . Columbia coast-to-coast network . . . 2:30 E. T. . . 1:30 C. T. . . 3:30 M. T. . . 2:30 P. T.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

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LETTERS TO THE EDITORS

Nursing Standards

Sirs:

The whole presentation of student nurses at Roosevelt Hospital School of Nursing in your Jan. 31 issue was ably and accurately done.

It contains errors (not yours) which nurses as well as people whom they nurse entertain. Nursing is not a profession in the sense that the word implies. For one thing, we do not have a well-rounded body of knowledge based on scientific principles which we can hand down to our student body. Secondly, we do not have well-qualified teachers whose educational background is equivalent to that which is expected of teachers in vocational fields calling themselves professional. As examples, I mention medicine, dietetics and law. You would not find medical students being taught by persons who do not hold a medical degree or doctorate.

I hope the readers of your remarkable journal will not think nurses are trying to boycott Japan. Lisle stockings for nurses are an old traditional hangover. This sort of thing certainly dates us. I do not condemn traditions—nursing has many fine ones—but this and many other instances give evidence of a crying need for traditional improvement in an enlightened age.

It would be good for nursing and better for the public if both wake up some day. Is Johnny Q. Public satisfied with the education that is implied in a \$50 tuition for a three-year nursing course? When you need a nurse, the least you could want would be one whose preparation was at least equivalent to that of the dietitian who prepares your hospital meal.

LYDIA A. DuQUAINE, R.N., B.S.
Education Director
New Jersey State Hospital
Greystone Park, N.J.

Nurses into Stewardesses?

Sirs:

I didn't have an opportunity to read the Jan. 31 issue of LIFE until my husband had perused it. I noticed he had encircled certain faces on the cover "Student Nurses" (see cut).

My husband is a press agent for United Air Lines, whose stewardesses are all registered nurses, and the faces he has circled are those he believes most likely to become airline stewardesses.

BARBARA MASON

Evanston, Ill.

No Inference Intended

Sirs:

My attention has been called to the publication of a picture representing me in your issue of Feb. 7, in which I am labeled "Hague's priest."

I consider this picture, with its caption and its juxtaposition with other pictures and captions, as derogatory to the Catholic priesthood in New Jersey and insulting to our Church.

Taken in conjunction with the general tenor of the other captions it is insinuating, affronting and deceiving. It has offended our sensibilities. I request an apology from you for the appearance of this picture in its setting.

REV. JOHN P. SULLIVAN

St. Aedans Rectory
Jersey City, N. J.

● LIFE knows that the Catholic Church and its representatives have an allegiance superior to any individual or group, deeply regrets an unintentional inference that Mayor Frank Hague did or could own and control any priest.—ED.





ink

...that starts faster—



Flows the instant pen touches paper. No need for extra pressure on your pen before you write. Saves time—and temper, too.

...flows more smoothly—



Whether your writing is fast, slow or jerky, Carter's keeps pace with it—flows evenly from pen to paper.

...that dries faster, too—



Cuts the risk of messy blots and smudges. Especially helpful when writing in check or notebooks.

...and is richer in color—



Each Carter color is richer... deeper... adds distinction to your writing.

New formulas—even finer inks... Smart, colorful cubes... Wide mouths for easier filling and dipping... Extra-large 10¢, 15¢, 25¢ sizes in Permanent Midnight (Blue, Blue-Black, Black); Washable (Blue and Black); Sunset (Red, Green, Violet, Brown).

"Finest for Fountain Pens"

CARTER'S INK

Also Adhesives, Carbon Paper, Typewriter Ribbons, Fountain Pens

Photo-Doodles

Sirs:

I am over here in the United States to learn more about this country, and LIFE is one of my favorite teachers.

I hope you will forgive me for spoiling that excellent picture of another "dic-



tator," Mayor Frank Hague of Jersey City (LIFE, Feb. 7). It's the best cartoon of Hitler I have ever made (see cut).

ROBERT E. BRUPBACHER

Home address:
Horgen, Zürich, Switzerland

Tips

Sirs:

LIFE, Jan. 24, states that "the Cumberland [in London] is a so-called 'American' hotel where a room and bath [you forgot to include the breakfast] costs \$3, no tipping is allowed. . . ." My brother and I spent about two weeks at the Cumberland last summer and were greatly impressed by the avidity with which the valet who brought us our laundry, the maid who cared for our rooms, the diminutive bellboy who carried our luggage and the waitresses who served us in the diningroom, all accepted our proffered tips. Then there was the porter who put our bags in the taxicab—he too seemed ignorant of the rules of the hotel. I would not have you infer, however, that the employees of the Cumberland are in any sense disloyal to the institution—and the guests—they serve. Certainly they were not being un-British, for in our ramblings through England we successfully tipped all sorts and conditions of men—from Cathedral vergers and bell ringers to university professors.

CARLETON BARNWELL

Lynchburg, Va.

● The Cumberland calls itself a "no tipping" hotel and posts signs to that effect. Guests agree, however, that the servants seem to have difficulty reading these signs.—ED.

Pips

Sirs:

On page 30 of Jan. 31 LIFE you have a picture of a Guardsman outside Buckingham Palace, London, and you have the caption, "Grenadier Guard." I wish to correct you. By the White Cockade in his Bearskin he is a member of the Coldstream Guards.

I lived in the vicinity of Wellington Barracks, London, many years. Thanks awfully. Pip-pip.

E. W. MORRIS

Astoria, Ore.

● Coldstream Guards wear a scarlet feather on the right side of the bearskin; Grenadiers a hank of white goats' hair on the left side. The guard in question is a Grenadier. You're welcome.—ED.

VITAL VINSON

A CHAMPION IN ACTION



Tea and Ice make no tinkling summer beverage here. Instead Tea adds its inspiration to the flashing, fleeting feet of Mariabel Vinson, 9 times champion woman figure-skater of the U. S. and present champion of North America. Naturally, it takes more than Tea to sustain champion Vinson, but she gives generous credit for her top condition to that potent, vitalizing leaf. Quoting Miss Vinson: "Tea is my favorite builder-upper. I practically train on Tea. It helps me regain vitality—cheers the spirits—makes the mind more alert. Tea is so delicious, too—and it lets me relax and sleep."



Restful Nights—Tea Lets You Sleep
—A simple solution for that "too tense to sleep" problem is a delicious cup of hot Tea. Tea helps to soothe taut nerves—invites restful slumber!

Doctors Praise Tea's Stimulation.
Tea, say physicians, gives a quick, safe pick-up in physical and mental powers. Hospitals praise Tea for the way it cheers patients' spirits.

Men at Work and women shopping know how a busy morning or afternoon drains vitality. They find bracing Tea a life-saver—11 and 4 at fountain or restaurant.

HOW TO GET A REALLY GOOD CUP OF TEA

As simple as A-B-C

A. Always use bubbling boiling water and pour it on the Tea. **B.** Use 1 teaspoonful per cup, plus one for the pot. **C.** Brew 5 minutes. If you like your Tea full-flavored, add a little milk and sugar to taste. If you prefer your Tea plain or with lemon, and like it milder, just add hot water in the cup to taste.



THESE GOOD BLACK TEAS ARE ESPECIALLY SUITED TO THE AMERICAN TASTE. FOR ECONOMY AND FULL ENJOYMENT, BUY QUALITY TEA.



TURN TO TEA TODAY

FOR VITALITY!

SPEAKING OF PICTURES...



THIS IS A LOS ANGELES JITTERBUG "BEATING IT OUT" TO ONE OF THE 3,000 "HOT" RECORDS HE OWNS. ON THE WALL ARE HIS SWING IDOLS

... SWING MUSIC PRODUCES THESE

In the terminology of swing music, a lover of this particular form of jazz is a "cat." Two classifications of cats are "jitterbugs" and "ickeyes." A jitterbug is a cat whose reaction to swing is always intellectual, often physical like that of the young man on the opposite page who is so stirred that he cannot keep still even when sitting down. An ickey is a cat who is affected only emotionally by swing. Ickeyes generally contort their faces into ecstatic expressions, emit low expressive noises.

The pictures on these pages give good evidence of a U. S. phenomenon which has become more than ever apparent in the past few months. A sizable portion of American youth is either jitterbug or ickey, giving vent to its passion for hot music at almost any time and place—at home or school, in theatre or trolley car. Its favorite dances are swing dances like shag, truckin', Big Apple, Little Peach.

Swing dancing emerged as a sequel to the widening popularity of swing music. Essence of swing music is individual improvisation by musicians in a jazz band. Characteristic of swing dancing is individual improvisation of steps by the dancer, like the solo shagger below. Dance-hall proprietors have become alarmed because the vigor of swing dancing causes dance floors to sag.

Most frantic demonstration of swing fever has been taking place in New York where jitterbugs and ickeys made an emotional shambles of the Paramount Theatre when Benny Goodman played (*turn page*). An interesting musical variation on swing this winter has been the rage to swing Scottish folk songs, a rage provoked by a Negro Pennsylvanian named Maxine Sullivan whose *Loch Lomond* in jazz is a best-seller.



In Iowa City, Iowa, swing-struck high-school students (*above*) "truck" downstairs to classes. In Columbus, Ohio,



high-school students (*above, right*) spend their noon recreation hour dancing to hot tunes from phonograph records.



In Rochester, N. Y., every Sunday afternoon, the young folk pack themselves into a local "jam session" to listen



to swing. Above left: an ickey lets herself feel things. Above right: a guest singer looks ickey-ish while singing.



NEW YORK: SHAGGER AT HOTEL COMMODORE



BIRMINGHAM, ALA.: SORORITIES HOLD SWING PARTY ON STREETCAR



SPEAKING OF SOCIAL SECURITY

The TALON slide fastener ends all risk of an accidental opening in your trousers . . . and eliminates all offensive gaps and bulges!

WATCH IT LOCK!

TALON fastener is small, flat-lying, flexible. It is not damaged by cleaning, pressing. Locks automatically at top!



"It's a Natural for Pants!"

Speed, Security and Neatness of **TALON** trouser fastener win millions of men

TODAY you can have your trousers closed in either one of two ways. Method "A" is cumbersome . . . requires five separate fastenings. "B" is quick and easy—one fastening!

"A" often causes offensive gaps. "B" is as neat and flexible as a sewn seam. Closure "A" can come open by accident. But "B" gives you perfect security. "A" is the old-fashioned way. "B" is the modern Talon slide fastener.

Get these important improvements on your next pair of trousers! Introduced in expensive clothes, the Talon trouser fastener now comes as an extra value on better-made suits of all prices. Ask for it!

TALON Slide Fastener
made by TALON, Inc.



THE OLD ORDER . . . Old-style closures may gap and bulge untidily.



THE NEW . . . TALON fastener gives you a smooth, seam-like fly.



"HEY, TEMPUS FUGIT!"

The TALON fastener is easier, speedier, more convenient. Instead of fumbling with five fastenings, you just slide your trousers open or closed . . . one quick motion!

CAN'T BREAK OFF

Don't think your wife won't be grateful when you switch to pants with the TALON fastener. Can't loosen or break off . . . never needs sewing.



TRY THE **TALON** FASTENER ON YOUR NEXT SUIT—AND YOU'LL NEVER GO BACK TO THE OLD WAY

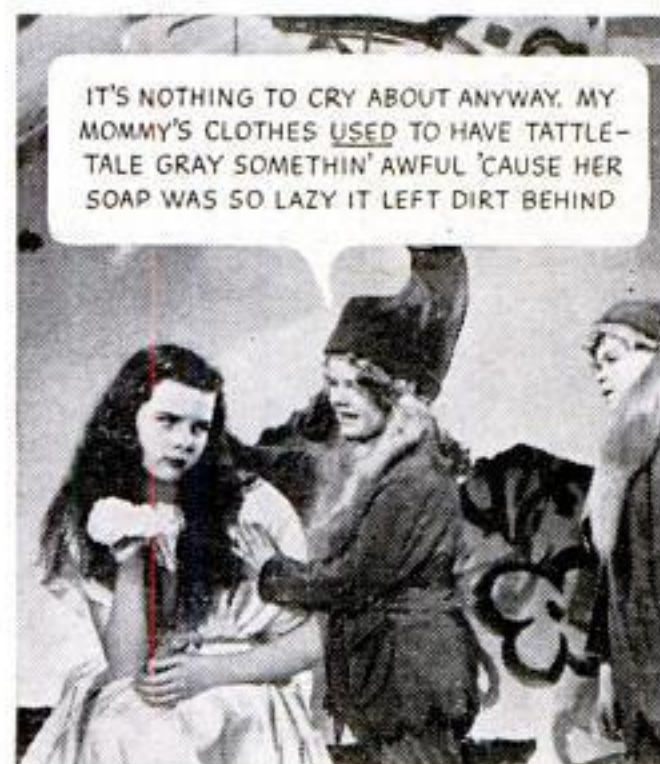
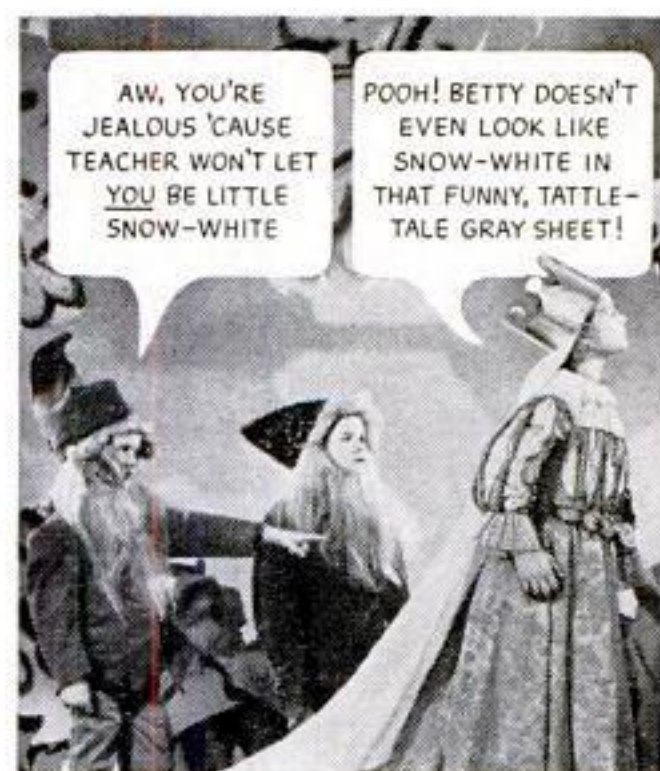
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SPEAKING OF PICTURES (continued)

When Benny Goodman, "The Pied Piper of the Panty-Waists" (i.e. adolescents), opened at New York's Paramount Jan. 26, cats swarmed inside to dance and jitter madly in the aisles or, like this ickey, to remain ecstatic in their seats. Moved to religious fervor, she closes her eyes, opens her mouth, gives an unconscious shout and then, almost painfully, subsides.



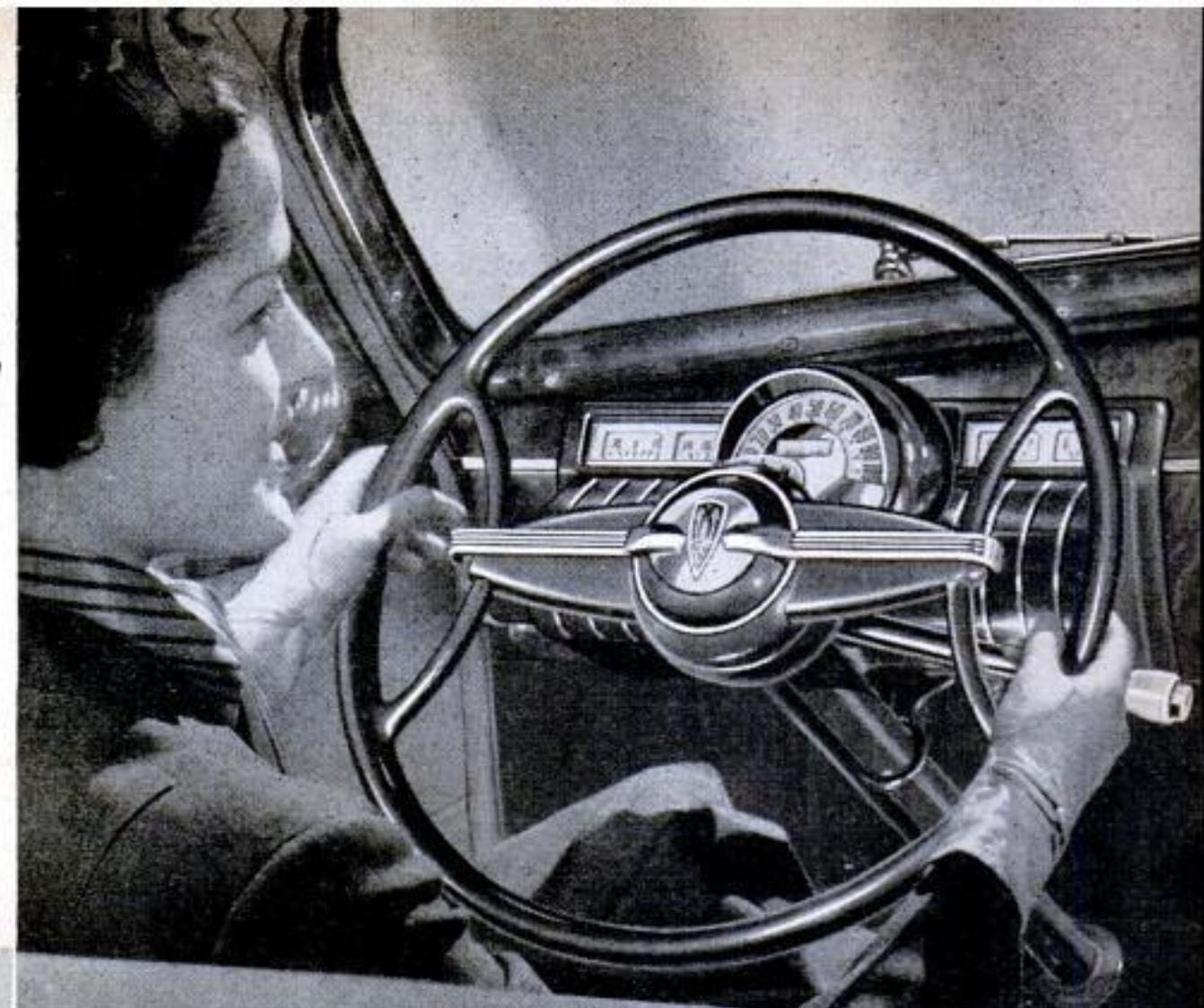
**"I DON'T CARE HOW PRETTY SHE IS
— SHE'LL SPOIL THE SHOW! "**



**BANISH "TATTLE-TALE GRAY"
WITH FELS-NAPTHA SOAP!**

Have you tried the marvelous new Fels-Naptha Soap Chips?

First in Features for Safety - First!

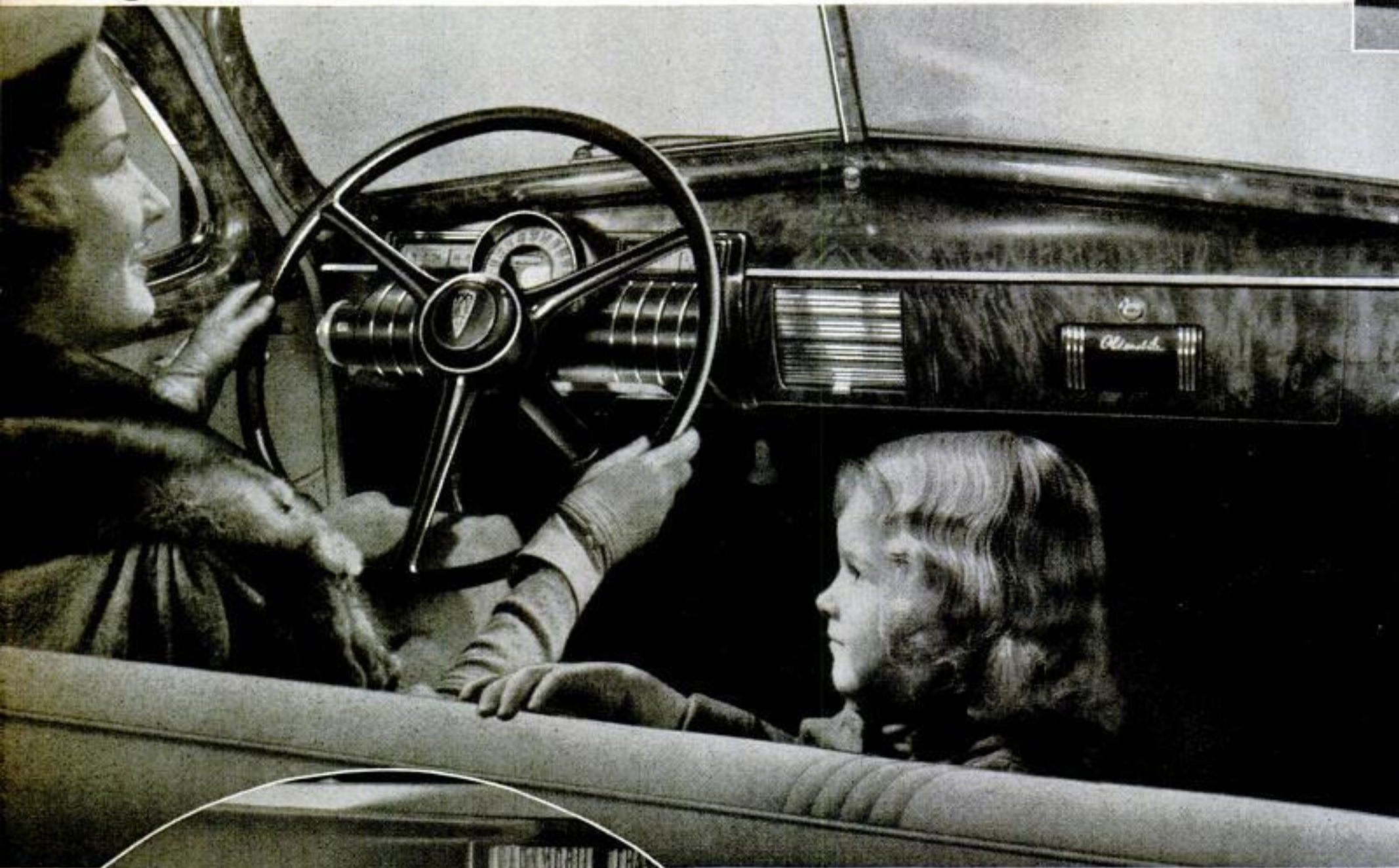


NEW AUTOMATIC SAFETY TRANSMISSION

Greatest engineering development since the self starter! Simplifies car operation... steps up performance... saves gas and oil. You drive in greater safety with both hands on the wheel. Optional at extra cost on all models of the Six and Eight.

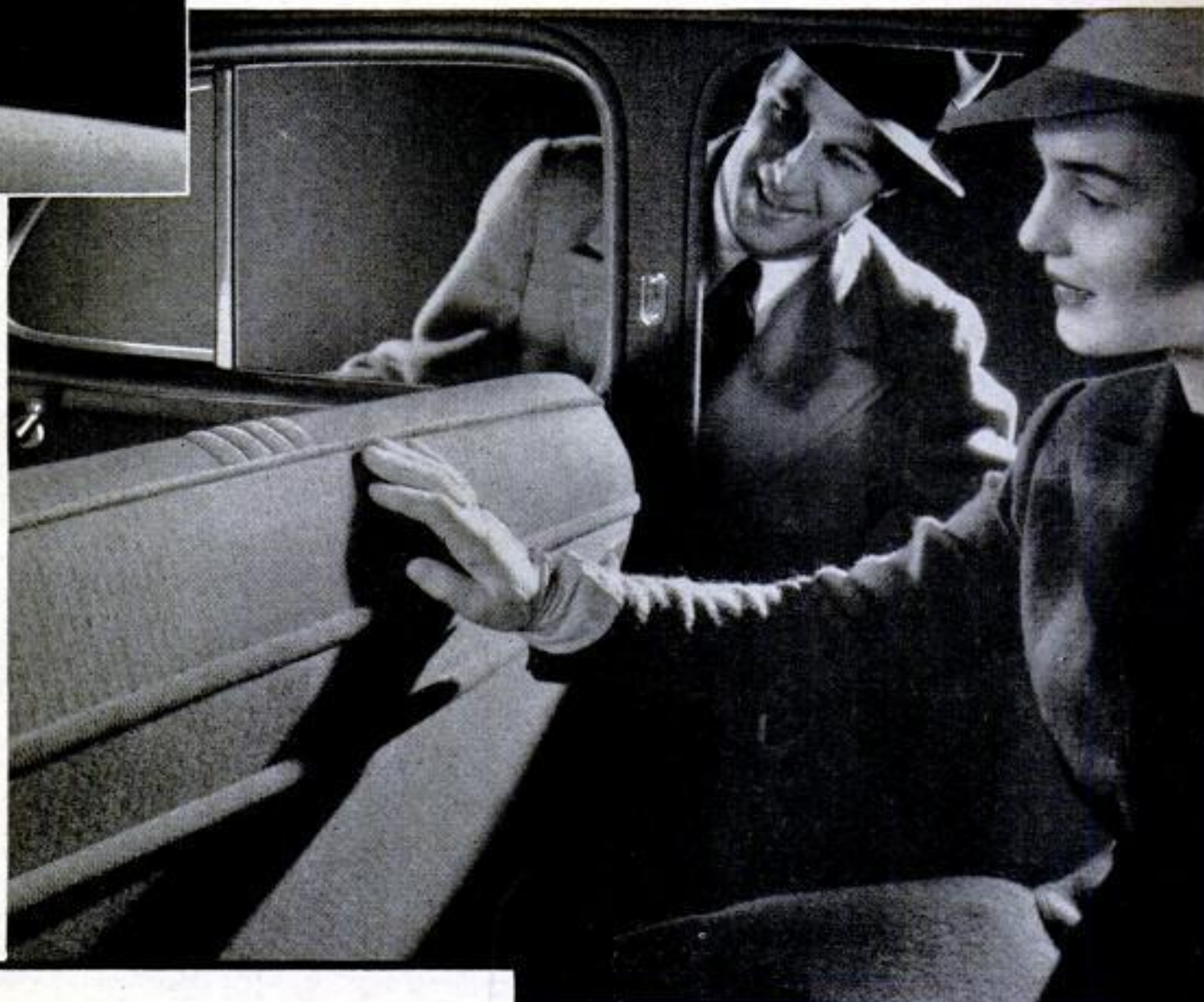
NEW SAFETY INSTRUMENT UNIT AND SAFETY DASH

Year's newest forward step in safety... and it's available only in Oldsmobile! All instruments are grouped in a single, handsome unit directly in front of the driver's eyes. The beautiful walnut-finished dash is free from the hazards of sharp, projecting knobs and handles.



SUPER-SAFETY CHASSIS

Ruggedly built for dependable safety! Gives you the stability of heavy-duty I-Beam, X-Type Frame, Knee-Action Wheels, Center-Control Steering and Dual Ride Stabilizers... the reliable stopping power of Completely Sealed Super-Hydraulic Brakes... the traction of Big, Low-Pressure Tires... and many more features for protection.



NOWHERE ELSE CAN MONEY BUY SO MUCH IN PROTECTION

Style-Leader Styling • Safety Dash with Safety Instrument Unit • Safety Interiors • 95-Horsepower Six • 110-Horsepower Eight • Knee-Action Wheels • Super-Hydraulic Brakes • Center-Control Steering • Unisteel Body by Fisher Turret Top • Under-Hood Battery • No Draft Ventilation Unobstructed Floors • Weather Sealed Doors • Dual Ride Stabilizers • Electro-Hardened Aluminum Pistons

NEW SAFETY INTERIORS

Latest protection for rear seat passengers! Front seat back is rounded and heavily padded... free from all protruding fixtures. Robe hanger is the soft-cord type. Quick stops are safe stops in Oldsmobile.

SAFETY ALL STEEL BODY

Safest type of construction known... Unisteel Turret Top Body by Fisher! Safety Plate Glass in the windshield and all windows at no extra cost.



Step Ahead and Be Money Ahead!

Drive an Oldsmobile

A GENERAL MOTORS VALUED MATERIAL

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One of a Series, "A Five-Year Record"

A UTILITY SERVICE THAT BEGINS AT HOME

SOME 18,680 of its employees are protected by the Associated System's insurance plan. This plan has been in effect in final form since 1932. Under it employees are given both ordinary life and group policies. Total amount of insurance in force is \$77,187,000.

This insurance has paid 755 death claims, amounting to \$2,692,000. About 25% of the employees who have died since the plan has been in force carried no other insurance. Another 18% had \$500 or less.

Part of the cost of this insurance is paid by Associated companies. This is a contribution to the welfare of employees. And welfare of employees has a lot to do with quality of utility service.



ASSOCIATED GAS & ELECTRIC SYSTEM

Life Announces

*A Winter Program for
Life Camps*

To help LIFE Campers—needy city children—preserve throughout the year the values of their last summer's camping, LIFE begins, in 1938, an all-year-round program.

ACTIVITIES

- LIFE Camps are now kept open for weekend camping trips.
- LIFE Campers are now meeting regularly in the City to work and play together at Clubs, visit Museums, go on hikes—to continue the friendships made during the summer.
- LIFE Camper's homes are now visited by Camp staff members, cooperating with Family Welfare Agencies, giving expert follow-up attention to summer campers.

Your contribution is needed to carry on this work

Life Camps

135 East 42nd Street, New York, N. Y.



*"Look, Steve
...it's Me!"*

1. I check this party's hat every night for months, but for all the attention I get from him you'd think I'm just part of the scenery. And they say artists have an eye for beauty.



2. This particular night I see him come stomping out of the dining room with Pierre at his tails. "But Monsieur," Pierre is pleading, "ze waiter he forget you do not drink ze coffee. Eet will nevair happen again, I promise."



3. While I'm getting the party's hat'n stick he grumbles, "I've told them dozens of times I love coffee but I can't drink it...that I'm one of those people caffein keeps awake. Then they shove it right under my nose."



4. "Gee, they must be dumb, all right," I pipe up, putting in my two cents, "or else they'd have tipped you off to Sanka Coffee long ago. There's a dream of a coffee you can drink any time and sleep, 'cause it's 97% caffein-free."



5. Next night he drops in and flashes me a smile as bright as a sun lamp. "Young lady," he says, "you've wised me up to a couple masterpieces. First, a swell coffee that lets me sleep. And second, a swell girl who's just the type I need to pose for a magazine cover painting."

If you love coffee, but are not on sleeping terms with caffein—switch to Sanka Coffee.

You'll find it's a grand coffee...full-bodied, fragrant, satisfying...yet 97% of its caffein is removed...so it simply can't keep you awake, no matter how much you drink.

Make Sanka Coffee strong... the way all good coffee should be. Use a heaping table-spoonful, as much as the spoon will hold, for each cup. If you "perk" it, be sure to give it a few extra minutes "on the fire."

Your grocer sells Sanka Coffee. It is a General Foods Product.



SANKA COFFEE

REAL COFFEE . . . 97% CAFFEIN-FREE . . . DRINK IT AND SLEEP

ON "WE, THE PEOPLE"

Born in the lap of luxury, Mrs. Natalie G. Christman now lives in a chicken coop—and loves it! Her amazing story, told by Mrs. Christman, herself, is one of the thrilling high spots which have been offered to radio listeners by "We, The People." Every week this intensely human and gripping program is packed with the drama, pathos and rib-tickling humor of everyday life experiences.

LISTEN IN! to "We, The People" each Thursday night over the Columbia Broadcasting System. See your paper for time and station.



ONE DAY OLD, THIS DUTCH PRINCESS MAY RULE 69,000,000 SUBJECTS



WILLIAM THE SILENT

This tiny, fat baby is one of the rarest animals alive—a member of the Dutch royal House of Orange-Nassau. Her mother is Crown Princess Juliana, her grandmother Queen Wilhelmina of The Netherlands. She was born at 9:47 a.m. Jan. 31. She weighed 7 pounds, 11 ounces, had a fuzz of fair hair and a pair of sky-blue eyes. She presently began to yell. On her second day of life, her father, the German princeling, Prince Bernhard of Lippe-Biesterfeld, loomed over her with a camera and took this picture. He was convinced that she recognized him.

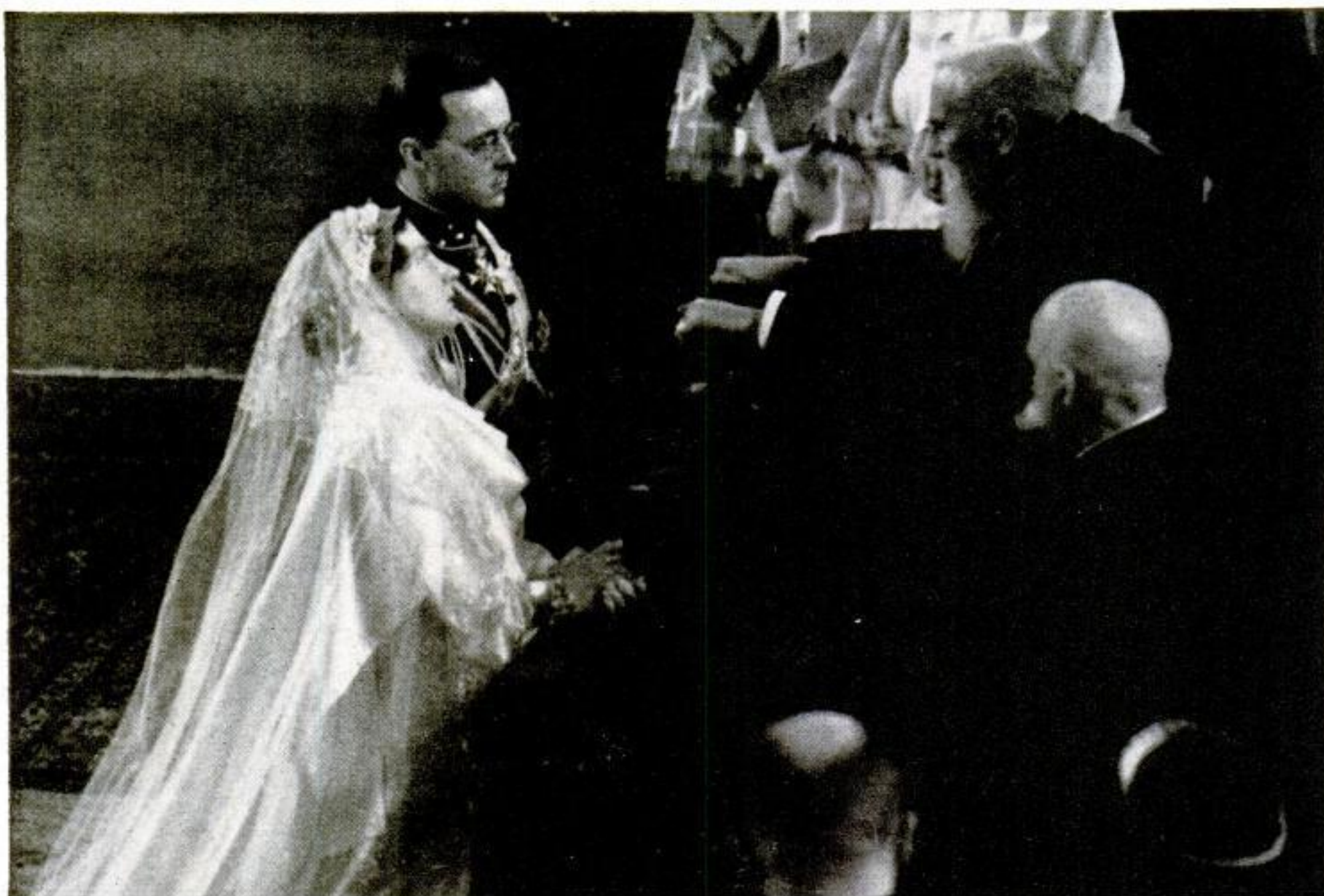
This pretty parcel sent the entire Netherlands into a week of wild celebration. For no Dutchman can be patriotic about his country without cherishing the House of Orange-Nassau. The first great man of the House was William the Silent (*left*), who founded the Dutch republic

in 1579. He is the baby's great-great-great-great-great-great-great-great-great-grandfather. The later members of the House, ruling as Stadtholders, made the republic great. They were probably the brainiest, most capable set of men ever produced by a royal house. After the Napoleonic wars The Netherlands called back an exiled branch of the family. In 1879 all the heirs had died. The 61-year-old king married a young queen. She produced one daughter, Wilhelmina. Wilhelmina produced one daughter, Juliana. Now Juliana has produced one daughter, named Beatrix Wilhelmina Armgard. Beatrix means to her father "She Who Makes Happy." Wilhelmina and Armgard are her grandmothers. Unless Crown Princess Juliana has a man-child, Princess Beatrix will some day rule the 69,000,000 people who compose The Netherlands and its possessions.

NETHERLANDS GOES WILD OVER THIRD ROYAL FEMALE

A year and 24 days before the birth of Juliana's daughter, the Crown Princess of The Netherlands knelt beside her bridegroom, Prince Bernhard and turned her face up for the marriage blessing of bearded, 87-year-old Dr. Welter (left). For 27 years Dutchmen's hope of the House of Orange-Nassau's survival had hung on the healthy growth of Juliana. Had she died childless, the Dutch would have been obliged to set up a republic or invite in foreign royalty.

Doctors had promised her child for not later than Jan. 16 and the celebrations were all scheduled for that date. But the nation-wide suspense was drawn out for 15 more days. Finally the royal birth occurred in the Soestdyk Palace near Amsterdam. Juliana had wanted a girl in the confident belief that she would have half a dozen more children. But The Netherlands and her husband had wanted a boy.



JULIANA AND BERNHARD WERE MARRIED JAN. 7, 1937



PRINCE BERNHARD AND BEATRIX



WITH A NEST ON ITS ROOF, THE DUTCH PARLIAMENT IN VAIN INVITED A STORK



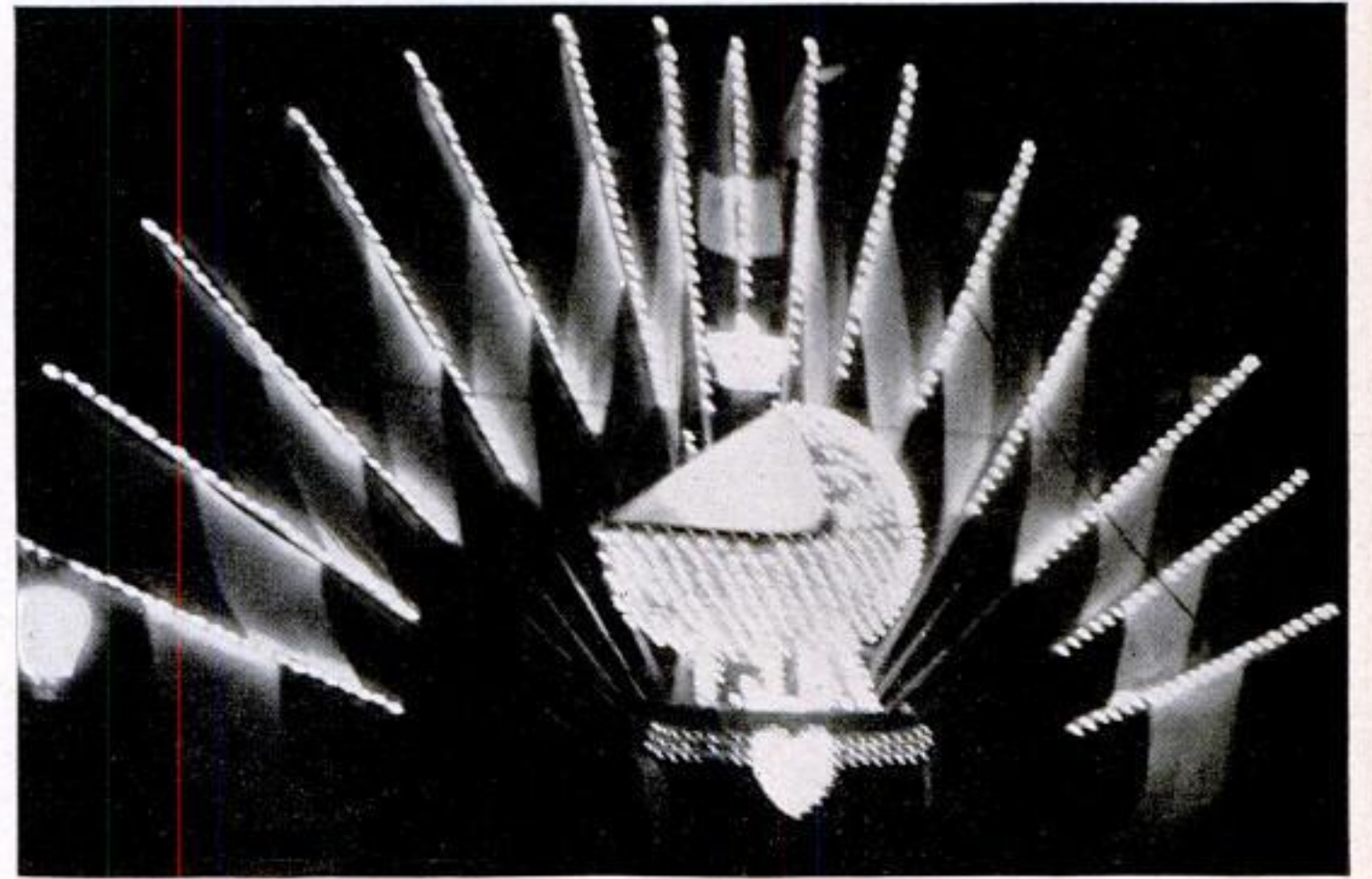
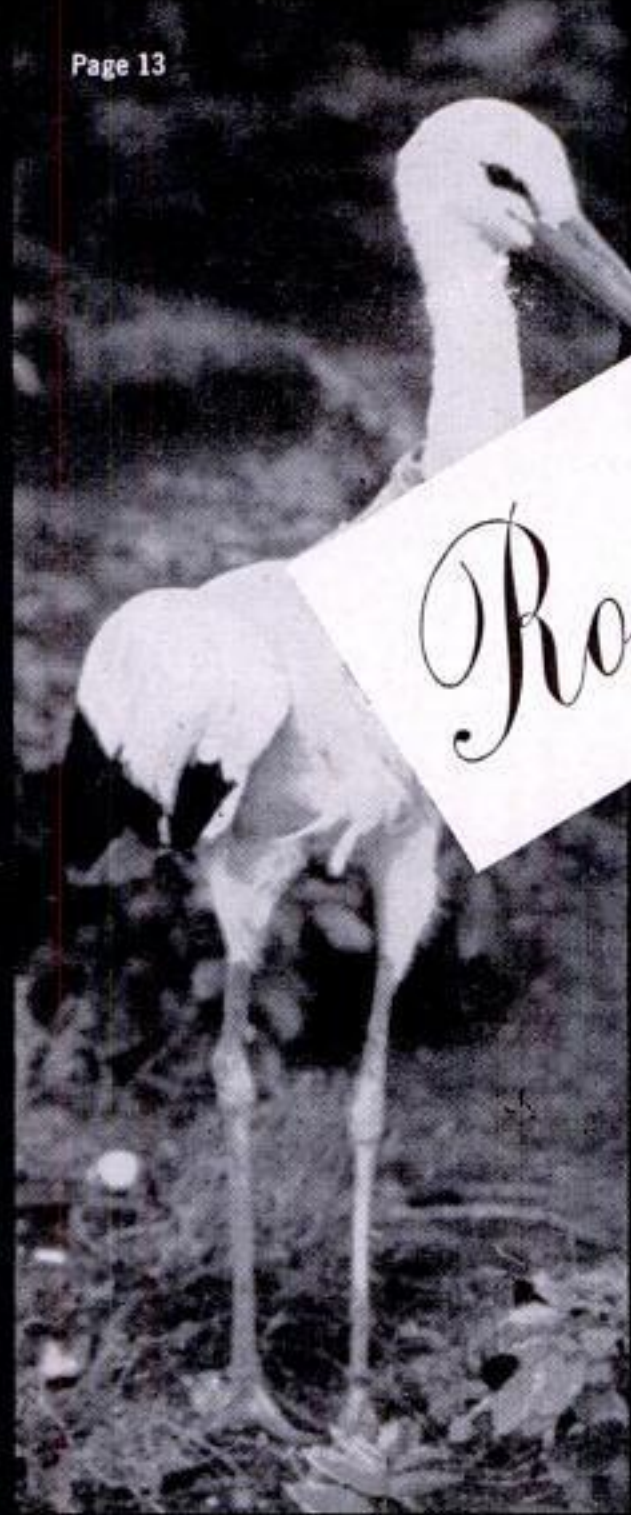
Parliament forgot factions for Beatrix. Above (lower left) is Premier Colijn, who witnessed Beatrix's birth registration. Speaking is Finance Minister de Wilde. The beard beyond is Education Minister Slotemaker de Bruïne. The fattest face is a farmer member, Weitkamp.



Dutch legislators include Fascists Graf Marchand et d'Ansembourg and Rost van Tonningen (top, right), three Communists, Roestam Effendi, Lou de Visser and David Wijnkoop (seated, lower left). The Dutch Communists lose votes by abusing the royal House.

The Dutch celebrated Beatrix with merry nonsense

Royal Album



DUTCHMEN GAVE JULIANA A STORK (LEFT), MOUNTED AN ILLUMINATED CRADLE ON AMSTERDAM PALACE



JUBILANT GUNNERS FIRED 51 ROUNDS



STENOGRAPHERS BOUGHT BALLOONS



HOUSEWIVES DANCED IN WOODEN SHOES



STOCKBROKERS DANCED IN THE BOURSE



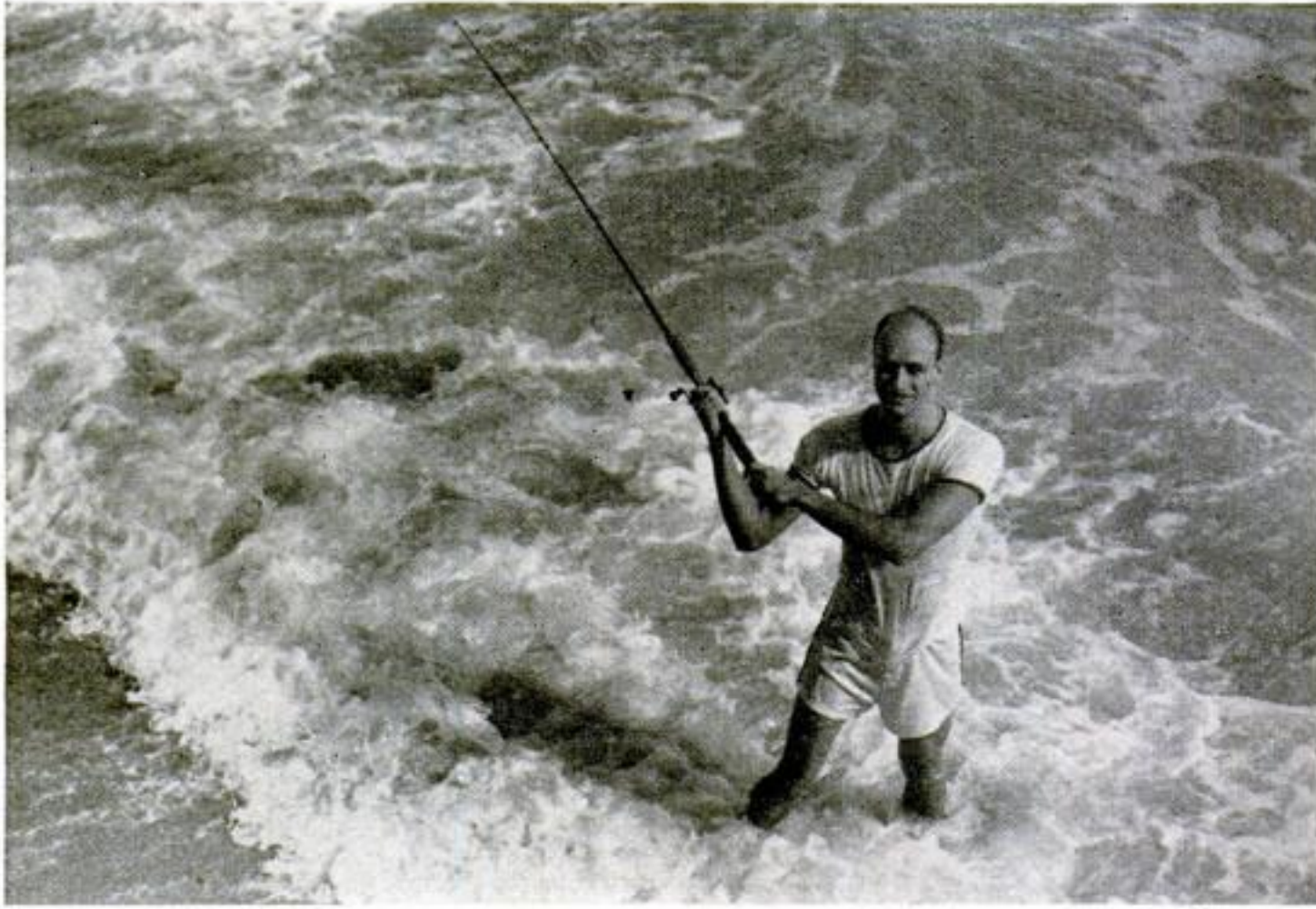
HERALDS PROCLAIMED THE BIRTH



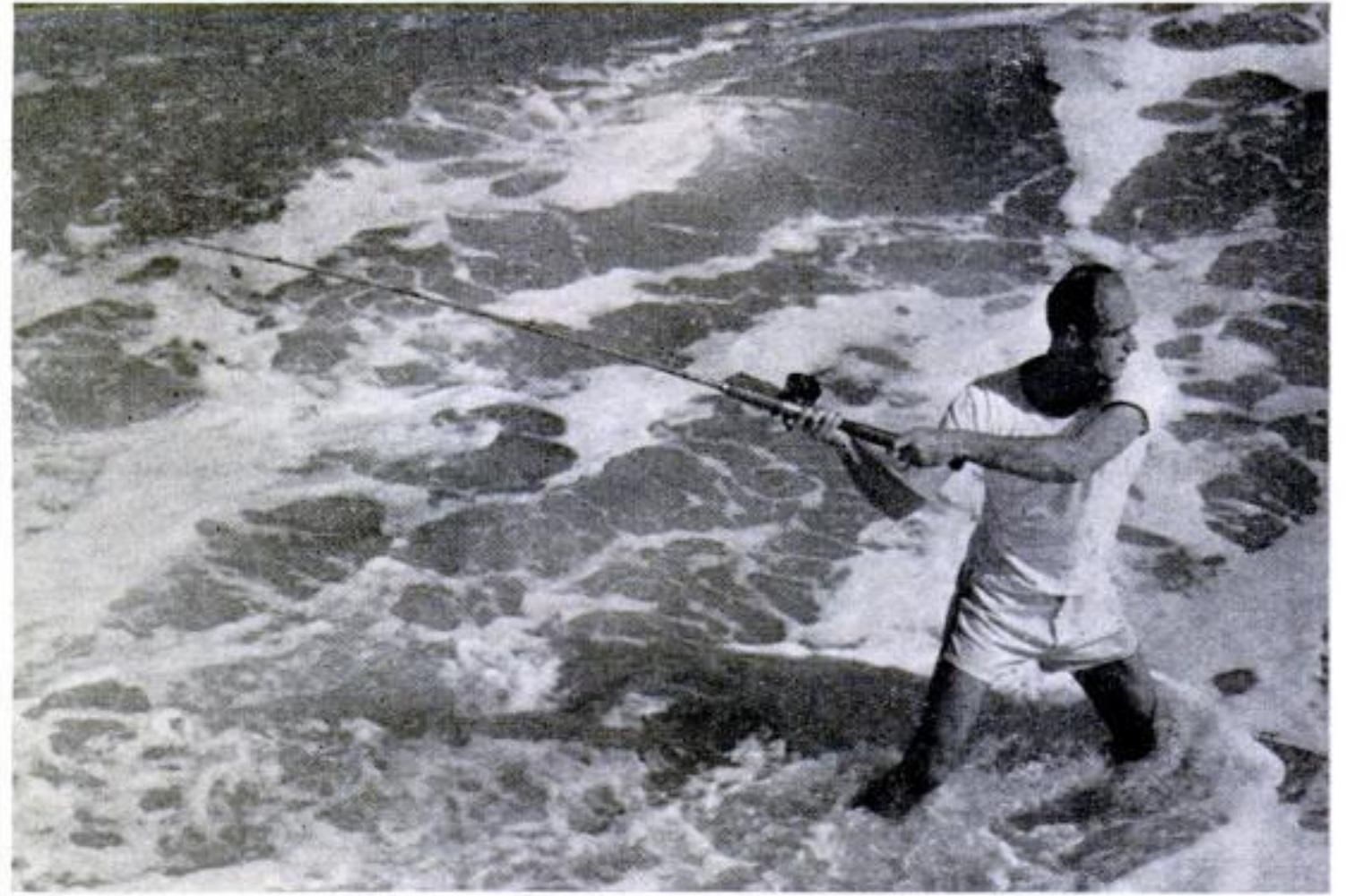
FAKE PICTURES APPEARED IN AN HOUR
BELOW: STREET BEGGAR'S DOG



LIFE ON THE AMERICAN NEWSFRONT: JIMMY ROOSEVELT WADES INTO FLORIDA POLITICS



At Palm Beach from Feb. 3 to 7 Jimmy Roosevelt, the President's son & secretary, was house guest at Joseph P. Kennedy's estate. He fished for pompano (*above*), splashed in



the surf. His biggest splash, however, was a statement urging Senator Claude Pepper's re-election in Florida's May primaries. To this snorted rival candidate J. Mark Wilcox:

"Now that Jimmy has announced his personal preference, thousands of Florida voters are waiting with bated breath for the announcement of the views of Sistie and Buzzie."

NEW ORLEANS CLEANS UP ITS UNDERWORLD FOR THE MARDI GRAS



At the showup each morning detectives scrutinize doubtful characters. By virtue of this pre-Carnival house cleaning, throngs at the Mardi Gras, March 1, will be largely free from crime.



Prostitutes take their places on the stage at the showup. Before them hangs a special glass screen through which they can be seen but cannot see.



Behind the bars for investigation go all suspected pickpockets, confidence men, pimps, thieves and petty racketeers. If their records are found to be unsavory they are promptly expelled from the city.

SCULPTURE FOR 1939 GOLDEN GATE EXPOSITION STARTS CULTURAL STORM



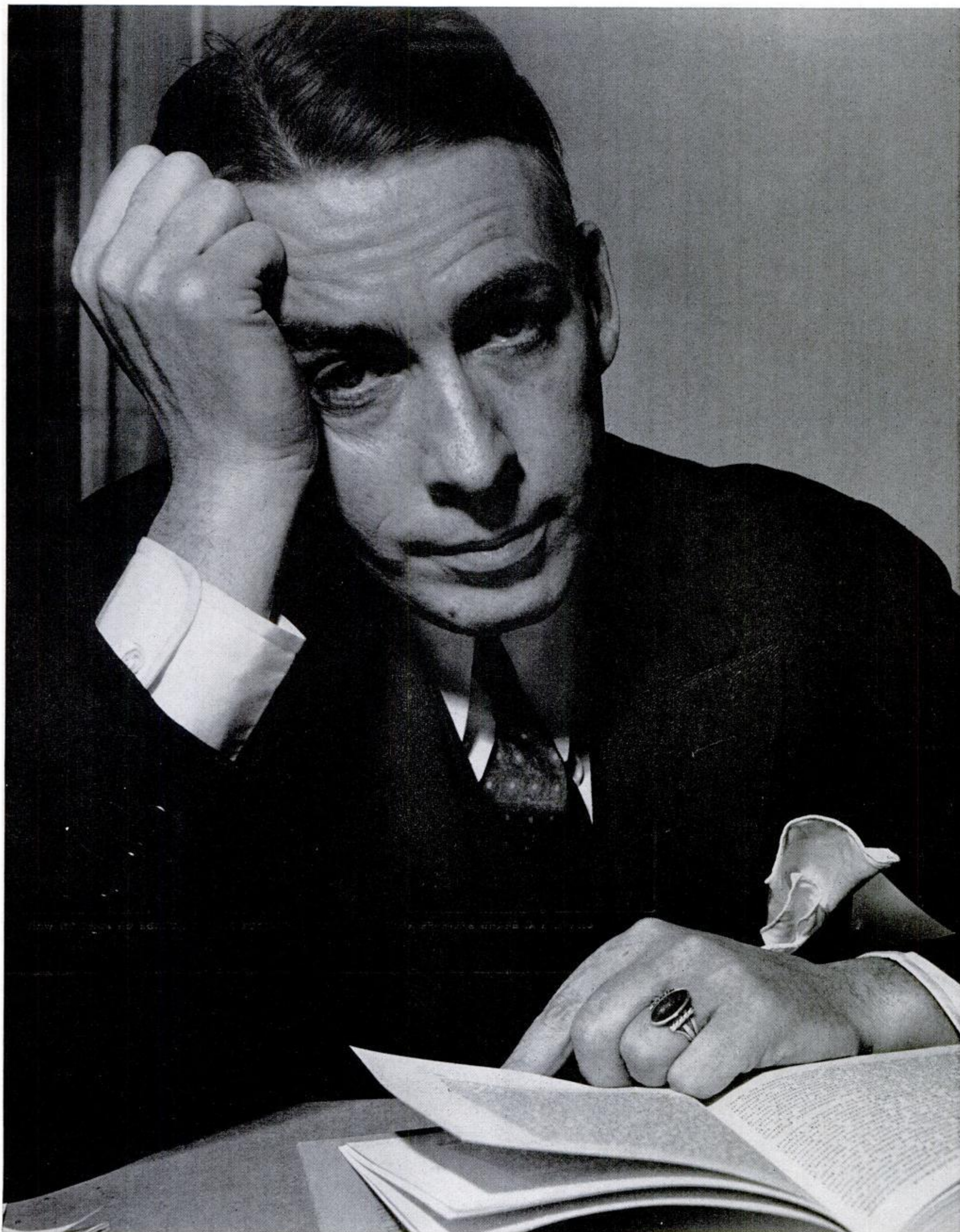
"Fertility," one statue designed for 1939 Golden Gate Exposition that angered Director Harris Connick. He said it would make people blush.



"A South American Woman Grinding Corn" also displeased Connick, who said it should be titled: "Woman Bet-loser Shoving A Peanut With Her Nose." Said Sculptress Cecilia Graham: "I think Mr. Connick is an old fuddy-duddy."



"The Phoenix" was designed to symbolize San Francisco arising from the ashes. But to Director Connick it suggested "a rooster suppressing a sneeze."



An original Braintruster goes to work in Department of State

There is no present prospect that Raymond Moley will give up editing, or that Rexford Guy Tugwell will quit the molasses business, to return to official place in Washington. But on Feb. 9 President Roosevelt appointed to Moley's old job as Assistant Secretary of State one of their colleagues in the original Brain Trust, Adolf Augustus Berle Jr. (above).

Though he took service as financial adviser to New York's Mayor LaGuardia, Mr. Berle has remained

a White House intimate and the archetype of **The Braintruster**. Son of a minister, Adolf Jr. entered Harvard at 13, was a senior while still in short pants. His brother and two sisters did almost as well. Professor of corporation law at Columbia and an expert on Caribbean affairs, when he wants entertainment and relaxation Mr. Berle reads Latin. Because he makes his wittiest remarks in the bath, Mrs. Berle had twin tubs installed in their Manhattan home.

LIFE ON THE AMERICAN NEWSFRONT: HISTORIAN AND ADMIRAL JOIN THE WAR DEBATE

Into the battle of words swirling around President Roosevelt's foreign policy on Feb. 9 jumped Charles Austin Beard, 63 (*right*), dean of American historians. Historian Beard made his popular reputation in 1927 by co-authoring (with his wife) *The Rise of American Civilization*. Liberal, lively and outspoken, he has won his present large prestige and influence as the master of the economic-interpretation school of history and the hero of liberal younger historians and political writers. Because he has never held political office or identified himself with any party interest, and has dropped even his academic connections years ago, he is now his country's most widely respected Elder Counselor.

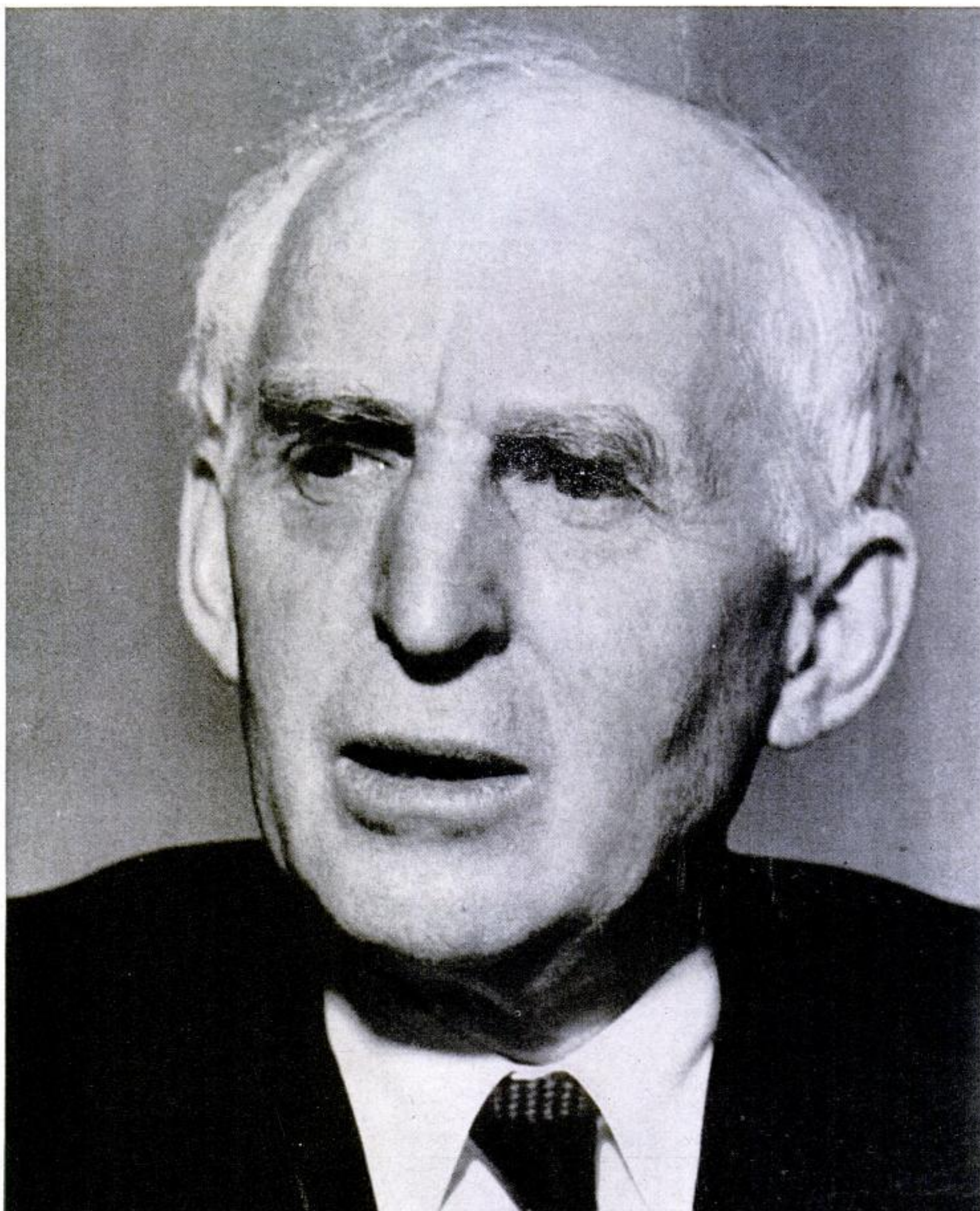
Appearing before the House Naval Affairs Committee to lead off opposition to the President's Big Navy program, the peppery old scholar barked:

"What policies are possible? First of all there is the policy implicit and explicit in President Roosevelt's speech in Chicago last October. The policy of quarantine. Unless he was just talking thoughtlessly or was bluffing he believes that the United States should pass judgment on all quarrels in Europe and Asia, quarantine the 'wicked' and employ the Army and Navy in making good the quarantine when it is defied. . . .

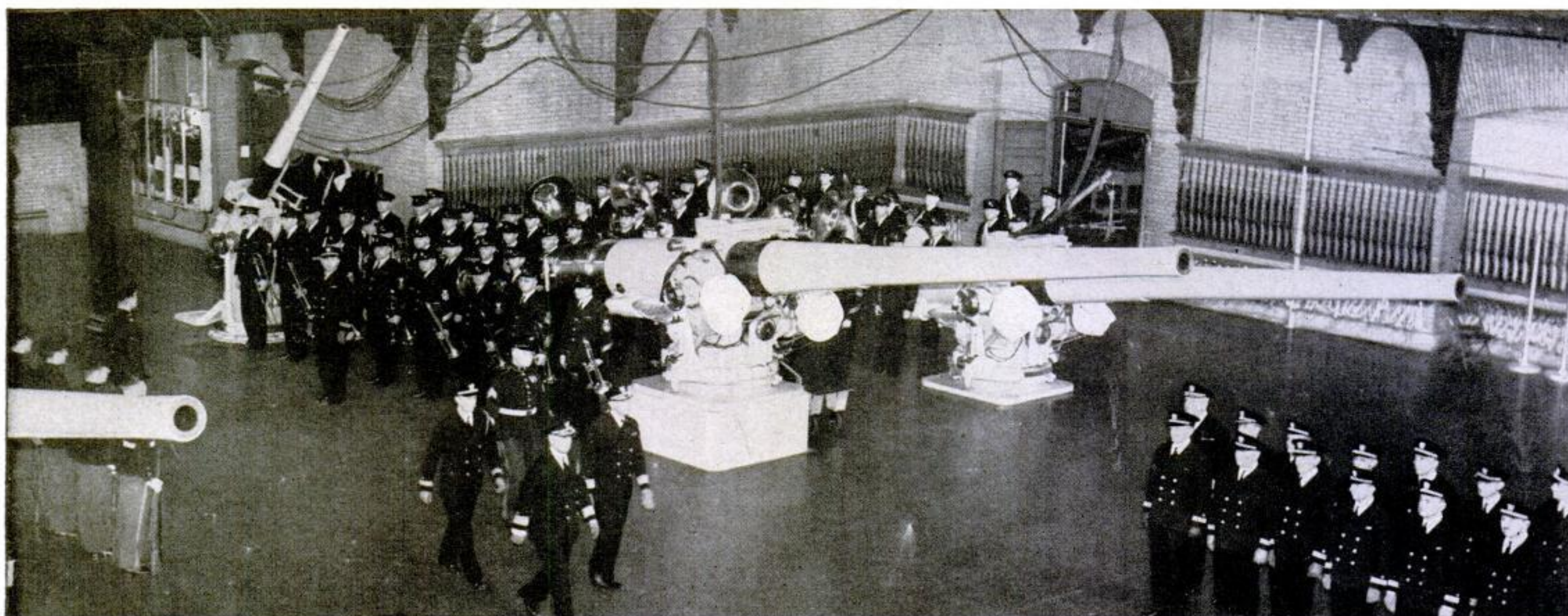
"The other foreign policy for the United States is that of abstaining from the quarrels of Europe and Asia, avoiding all gratuitous advice and insults to foreign governments, and defending the continental home of the United States and the adjacent waters. . . .

"We are told that the Fascist goblins of Europe are about to take South America. . . . This is the new racket created to herd the American people into President Roosevelt's quarantine camp. . . . The idea of Germany, Italy or Japan sending a fleet of battle-ships conveying 500,000 soldiers across the seas is simply fantastic. . . ."

Meantime unique among war debaters remained Rear Admiral David F. Sellers (*below*). For that sea dog there are no if's and maybe's about America's next war. As he retired from the superintendency of the U. S. Naval Academy on Feb. 1, Admiral Sellers told midshipmen: "I feel sure from what I know of you that when our country is drawn into war, as it has been in the past and undoubtedly will be in the future, you will at all times live up to the high standards and traditions of the Naval Academy."



CHARLES A. BEARD BELIEVES AMERICA CAN LIVE WITHOUT FOREIGN TRADE OR FOREIGN WAR



INTO DAHLGREN HALL AT ANNAPOLIS MARCHES ADMIRAL DAVID F. SELLERS (CENTRE) TO TURN OVER COMMAND OF THE NAVAL ACADEMY TO ADMIRAL WILSON BROWN (RIGHT)

GLENN CUNNINGHAM WINS ANOTHER MILE RACE



CUNNINGHAM TAPES BANDAGE OVER SHOES TO KEEP THEM ON

On Feb. 5 in Madison Square Garden, New York, Glenn Cunningham won a mile race against four of the best milers in the country. Starting out slowly, he took the lead in the fourth lap and finished ten yards ahead of the field. His time of 4 min. 11 sec. equaled his own record for this particular race, the Wanamaker Mile. Below is a lap-by-lap record of the race.

It was just another mile victory for this Kansan who is, race in and race out, the greatest miler of his time. Cunningham has, in the past few years, won more major mile races and broken more mile records than any man in modern athletic history. He holds the world's indoor record of 4 min. 8.4 sec., the officially recognized outdoor record of 4 min. 6.7 sec.

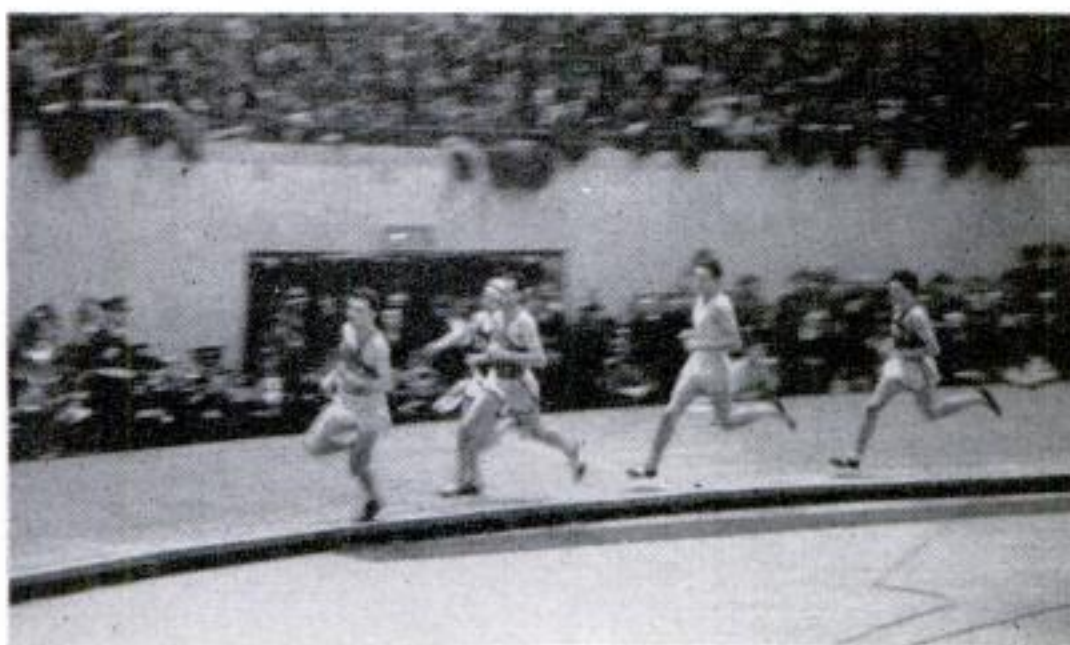
Yet it seemed, at one time in Glenn Cunningham's life, as if he might never be able to walk again, much less run. When he was eight, his

brother lit a school stove with kerosene and the resultant explosion almost burned Glenn's legs off. But young Glenn, once out of bed, began to exercise vigorously and methodically. Soon he could run faster than anyone in school. Later he could run faster than anyone in the University of Kansas. Then he went on to conquer all the other possible worlds.

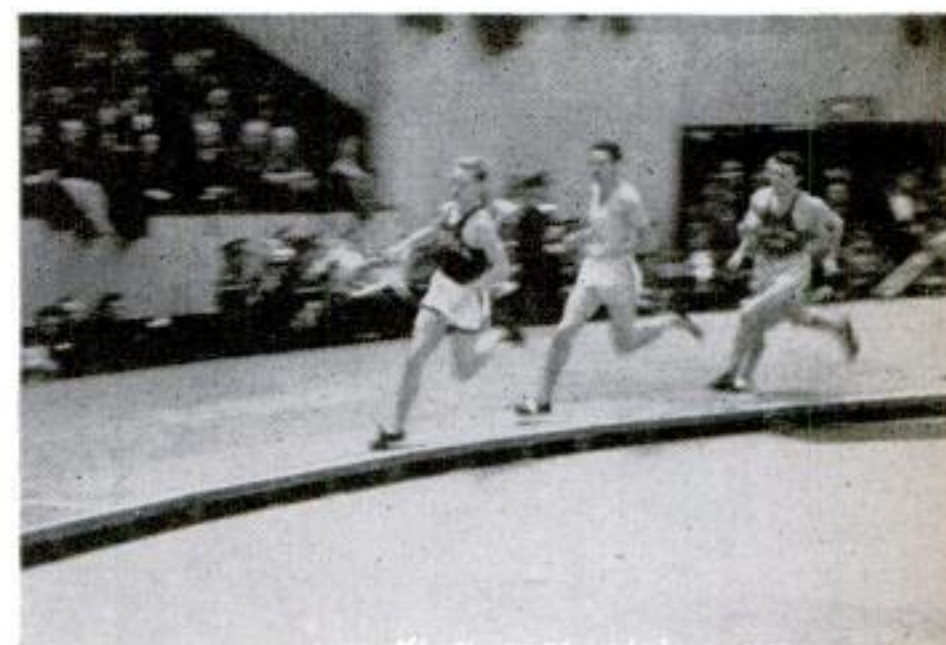
He runs today under the auspices of the New York Curb Exchange Athletic Association because he holds a job in a Wall Street brokerage office. At 28, he is the grand old man of the mile but his stamina is still unimpaired and his last-minute sprints are still enough to dishearten most opponents. He is somewhat inclined to be a pessimist before his races. He has started many a mile complaining sadly of a head cold or a weak ankle and then, powerfully and methodically, gone on to run the field into the ground.



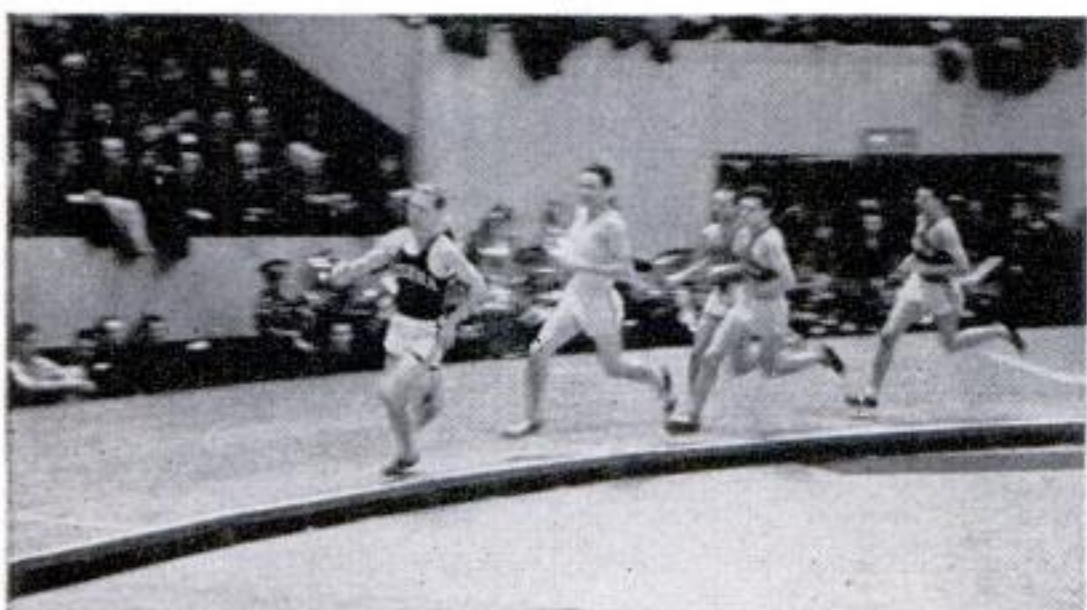
START: SAN ROMANI, CUNNINGHAM, FENSKE, VENZKE, LASH



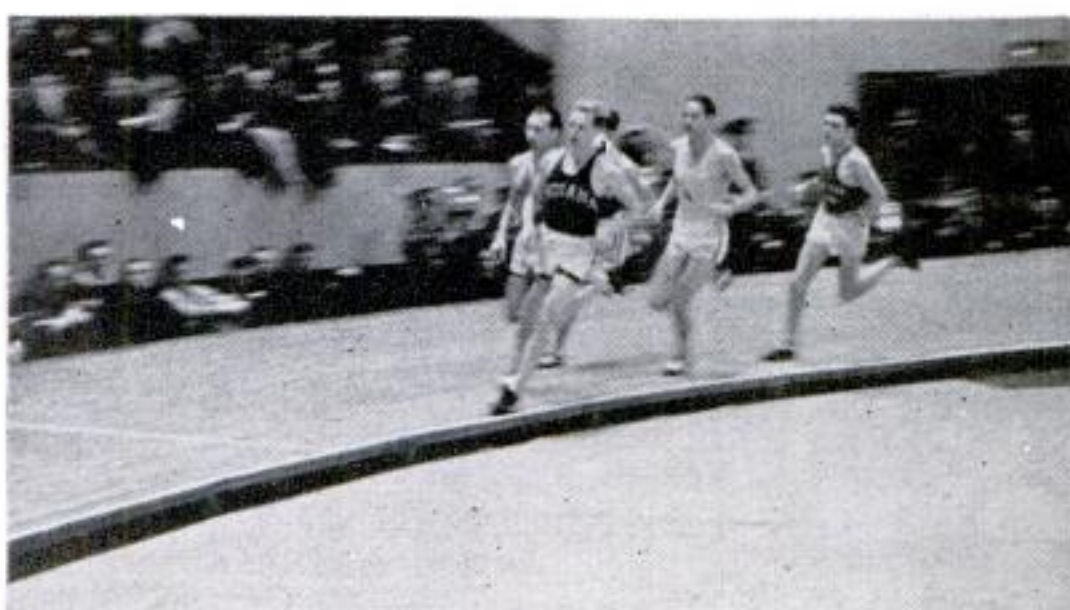
LAP 1: SAN ROMANI TAKES LEAD, CUNNINGHAM SECOND



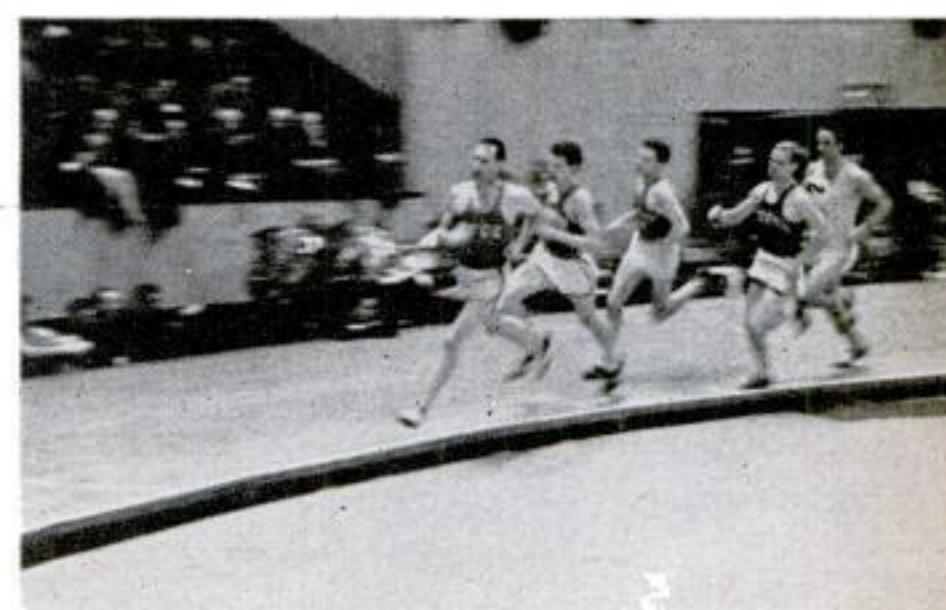
LAP 2: LASH LEADS, CUNNINGHAM FOURTH



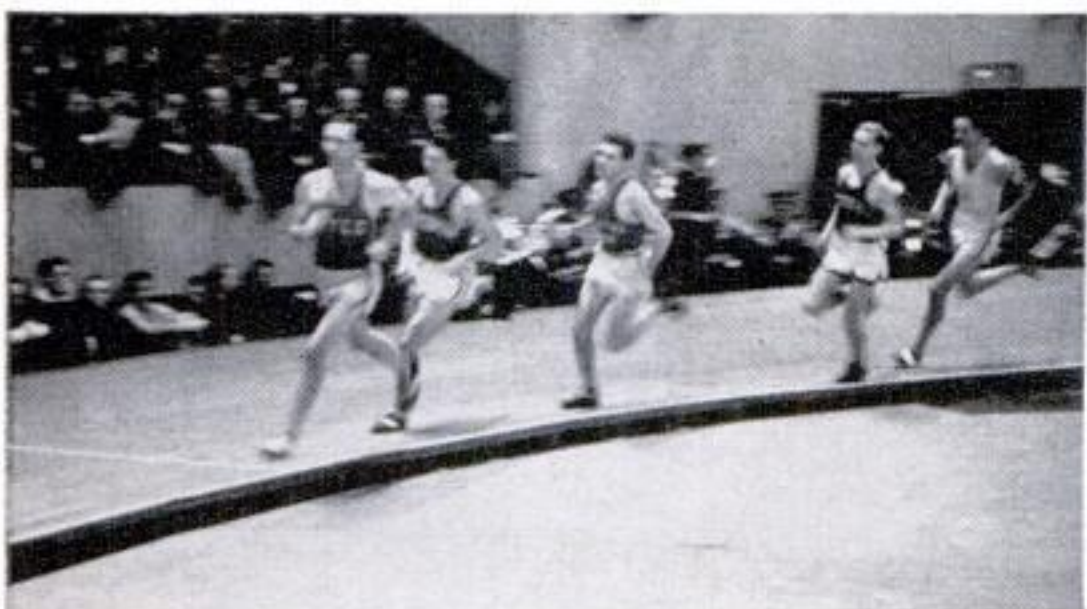
LAP 3: CUNNINGHAM MOVES UP FROM BEHIND SAN ROMANI



LAP 4: CUNNINGHAM IS SECOND, ON LASH'S HEELS



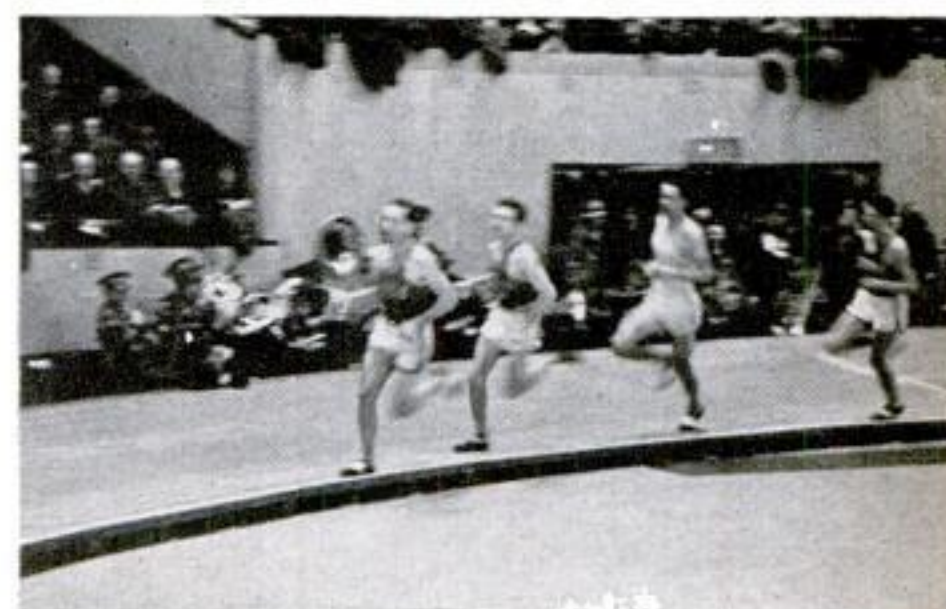
LAP 5: CUNNINGHAM IS NOW IN FRONT



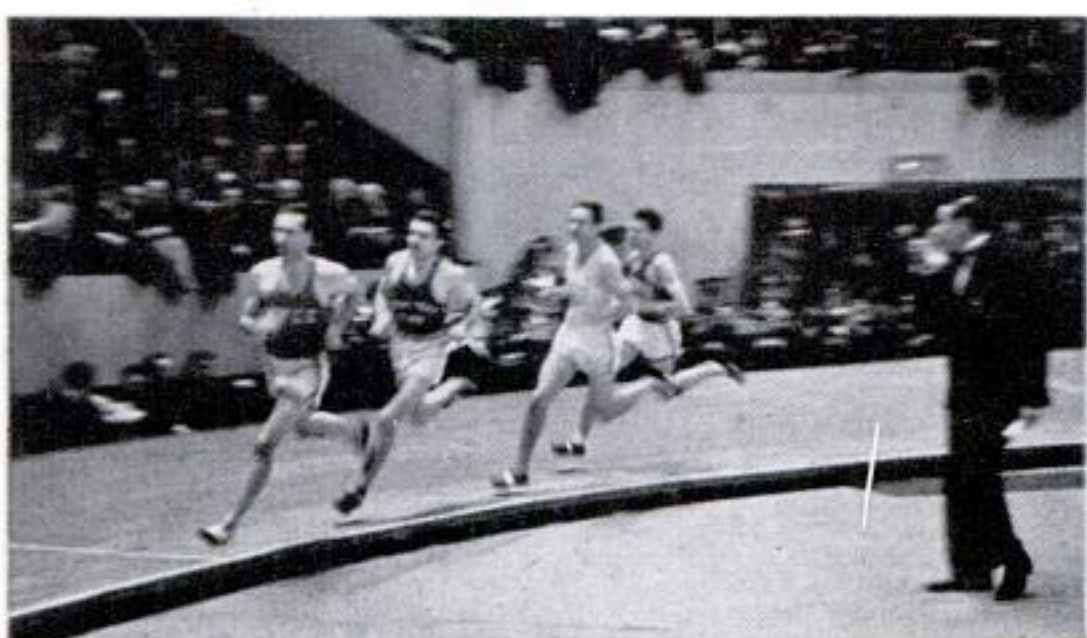
LAP 6: FENSKE IN SECOND PLACE, LASH FALLS BACK



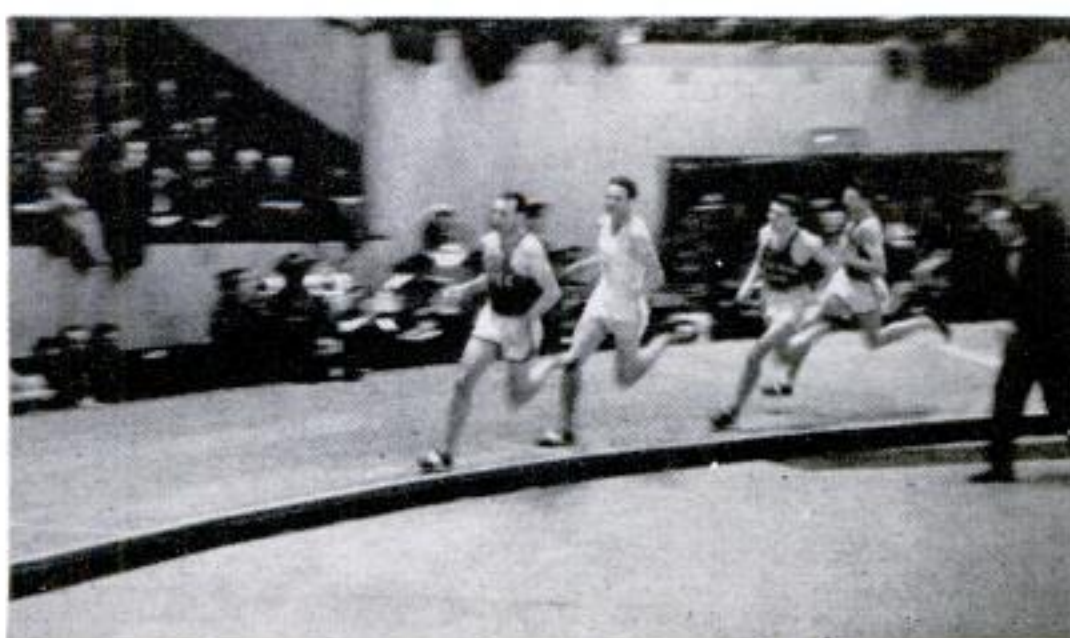
LAP 7: SAN ROMANI AND VENZKE CLOSE IN ON LEADERS



LAP 8: LASH WAY BACK, OUT OF PICTURE



LAP 9: CUNNINGHAM STILL AHEAD AS VENZKE MOVES UP



LAP 10: VENZKE, SECOND, SPRINTS TO CATCH CUNNINGHAM



LAP 11: CUNNINGHAM WINS BY TEN YARDS

LIFE ON THE AMERICAN NEWSFRONT: EVENTS OF THE WEEK IN PICTURES



A hurricane that raked most of California left in Sacramento a desolation of uprooted shade trees on this approach to California's Capitol (background). Throughout the State six persons were killed.

SACRAMENTO, CALIF. ●



This historic courthouse, where in 1907 William E. Borah opposed Clarence Darrow in the "Big Bill" Haywood bombing case, comes down to make way for a new PWA building.

● BOISE, IDAHO



The first dust storms of 1938 silted the Santa Fe track, lifted wheat prices in Chicago, spurred the Government's plan to buy millions of acres in the dust bowl for rehabilitation purposes. Winter crops are already suffering from "black blizzards."

● BOISE CITY, OKLA.



At odds of 336 to 1, a 5-year-old mare named Playmay came in first at Santa Anita racetrack, paid \$673.40 for a \$2 win ticket. Its owner was not among the few who held them.

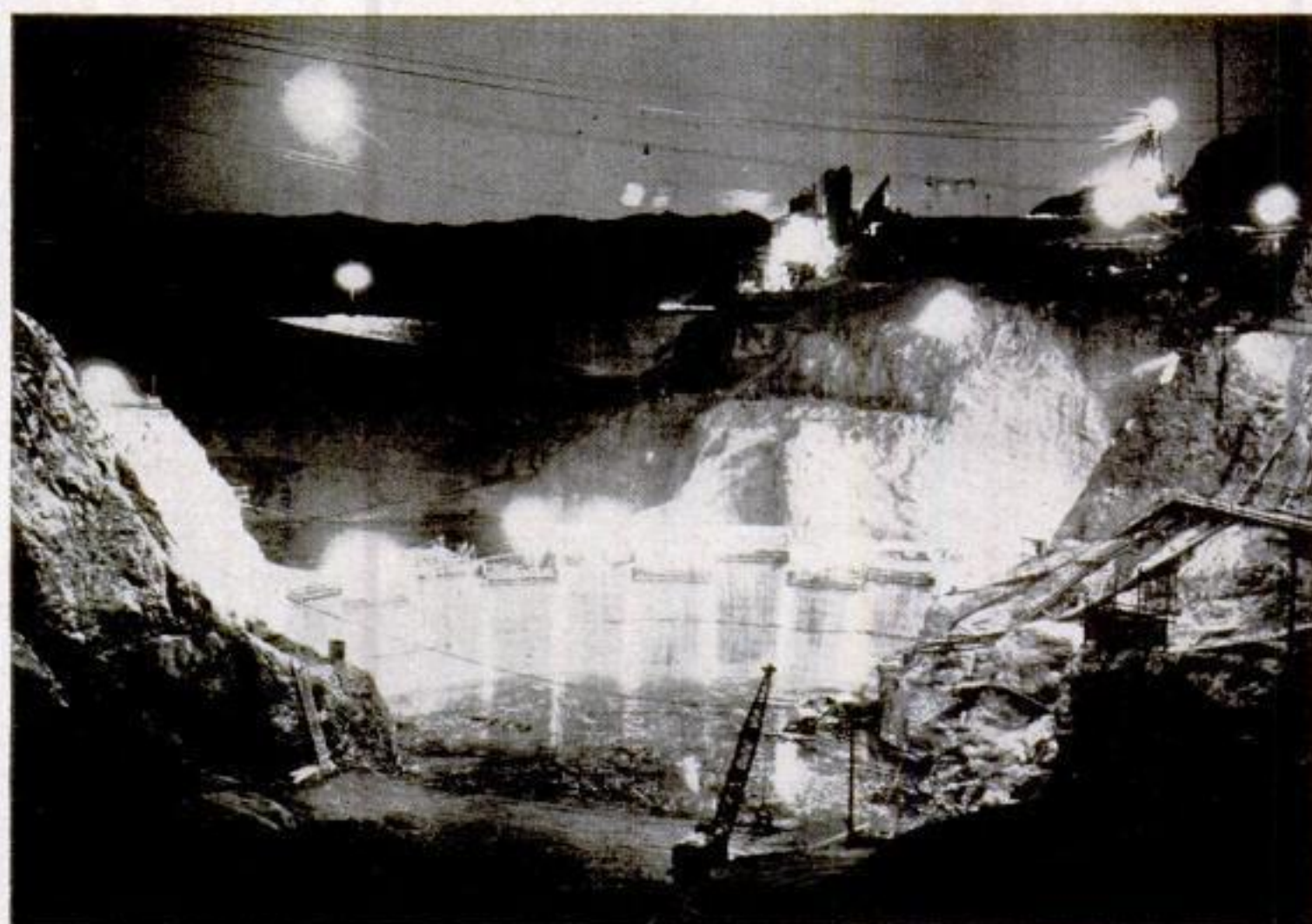
LOS ANGELES, CALIF. ●

● ARCADIA, CALIF.

● PARKER, ARIZ.



Visiting an orang-utan at the winter quarters of a circus was Alicia Villa, 22, daughter of the late Pancho Villa (see Miami).



Parker Dam, designed to create a water supply for Los Angeles and twelve other Southern California towns, takes shape as the giant concrete mixing plant on Arizona bluff (above) operates night and day. Completed, the dam will back up 234,000,000,000 gallons, cost \$10,000,000.



Ice jams in the swollen Rock River were blasted to relieve pressure threatening shore property. Throughout northern Illinois, flood waters surged from their banks, cut off gas supplies, did \$750,000 worth of damage.

● **STERLING, ILL.**



Vanderbilt University installed Oliver C. Carmichael as its third chancellor since its inception in 1873. Over 2,200 persons witnessed the ceremonies in the War Memorial Auditorium.

● **JASPER, ALA.**



First farm to benefit under terms of Bankhead-Jones Farm Tenant Act was that of Wiley J. Langley, tenant farmer. He received a check for \$3,800 to enable him to buy his land. Jasper is Senator Bankhead's home town.



Commander J. M. Scott of Canadian Fascists was pleased when Quebec's Premier Duplessis insisted the "Blueshirts" were less of a menace than Communists.

● **MONTREAL, CANADA**

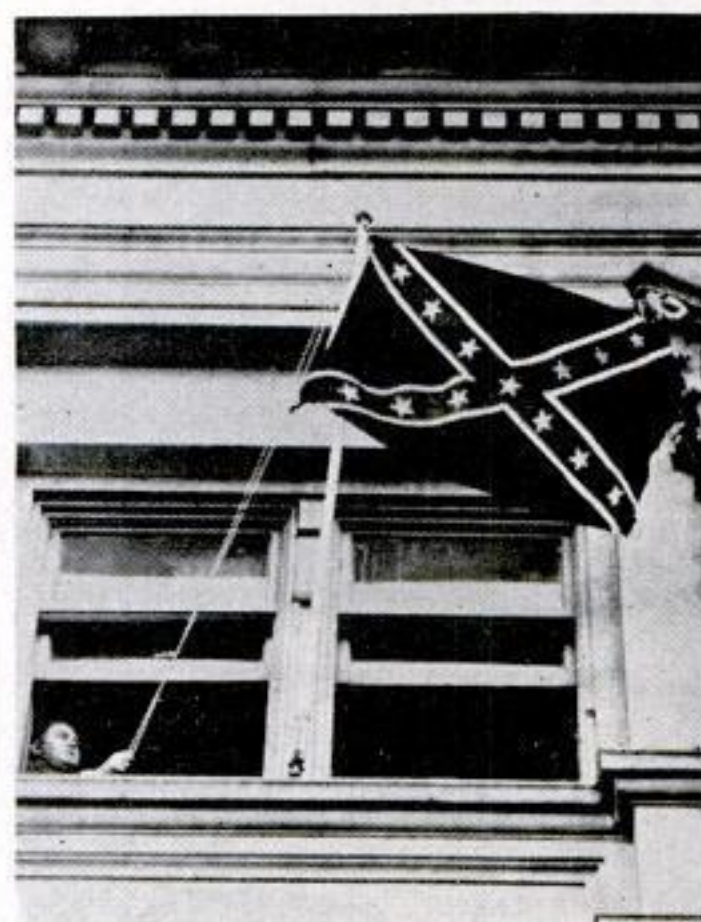
● **LYNN, MASS.**



Fire swept through the yard of the Lynn Gas & Electric Co., ate up 25,000 tons of bituminous coal. Damage was estimated at \$1,000,000. Twenty firemen were overcome.

● **NASHVILLE, TENN.**

● **ATLANTA, GA.**



The Confederate flag waved at Georgia's Capitol for first time since the Civil War at ceremonies of Daughters of the Confederacy.

● **MIAMI, FLA.**



Kissing a chimpanzee for publicity at an ape farm outside Miami was Zoe Mozert, animal lover and artist. An armed attendant stood guard nearby (see Los Angeles).

**FROM COAST TO COAST AND FROM BORDER TO BORDER
NEWS PHOTOGRAPHERS TOOK THESE SHOTS IN THESE PLACES**

LIFE ON THE AMERICAN NEWSFRONT: RECTOR OF HISTORIC CHURCH MURDERED IN STUDY



The Rev. Dr. Lee was a second cousin of Gen. Robert E. Lee. He had been rector of Christ Church eleven years.

Off Georgia lies St. Simons Island, where in 1736 James Edward Oglethorpe built Fort Frederica as a buffer against the Spaniards in Florida. There in 1742 the Battle of Bloody Marsh forever halted Spanish expansion to the north, and there John and Charles Wesley preached to the congregation of Christ Church in the shade of several great moss-hung oaks.

Last week St. Simons Island sprang into headlines from coast to coast. On the night of Feb. 6 the Rev. Dr. Charles H. Lee, 71-year-old rector of Christ Church, was murdered at his desk by an unseen sniper. Police immediately guessed that Dr. Lee's outspoken campaign against vice in Glynn County had motivated the trigger finger of his assassin.



The rectory lies 200 yards from any other building. Thick groves hid the murderer's approach and escape. He left

behind no clue but a trail of sharp-toed footprints that wound through the woodland for 220 yards, then vanished.



IN CHRIST CHURCH DR. LEE PREACHED TO MANY A DISTINGUISHED VISITOR TO THIS GEORGIA RESORT



Through the rectory window the murderer fired two shots. The first missed. Being somewhat deaf, the Lees thought it was a motor backfire. Half an hour later the second hit its mark.



The Nineteenth Hole is the principal tavern on St. Simons Island. But over 20 flourished in Glynn County, drew Dr. Lee's censure. One café owner posted \$500 reward for the murderer.



ON FEB. 8, DR. LEE LEFT CHRIST CHURCH FOR THE LAST TIME



HIS WIFE, BLACK-VEILED, AND FAMILY STOOD BY THE GRAVE



THE BOYS' CHOIR SANG BENEATH THE FAMED OAKS OF WESLEY



A NEGRO CHOIR SANG SPIRITUALS AT THE COMMITAL SERVICE



du Pont buildings dominate Wilmington

DELAWARE: A DU PONT'S EYE VIEW OF THE FIRST STATE IN THE UNION

In history Delaware is the first State in the Federal Union. It ratified the Constitution on Dec. 7, 1787, five days before any of the other original twelve. In per capita wealth it stands 31st and in size only Rhode Island is smaller. Here you are looking down on Delaware from an airplane owned and piloted by Henry Belin du Pont, who took LIFE's photographer, Peter Stackpole, for a ride over the city and suburbs of Wilmington.

These pictures may give some idea why Delaware is called "the du Ponts' State." H. B. du Pont owns the airport at Wilmington from which the plane took off. His family built the two solid buildings which dominate Wilmington's skyline on the opposite page—the de Nemours Building (*in front*) and the du Pont Building (*just behind it*). Du Ponts help determine the membership of the Wilmington Country Club (*below, right*), pay the salaries which build fine homes in the suburbs (*bottom, left*) and own the ships which ply the Delaware River (*bottom, right*).

Without the du Ponts, Delaware would not be important. Wilmington, with its population of 106,600 is smaller than Cambridge, Mass. It manufactures pulp and leather products, builds railroad cars and cans fruit, but none of these would

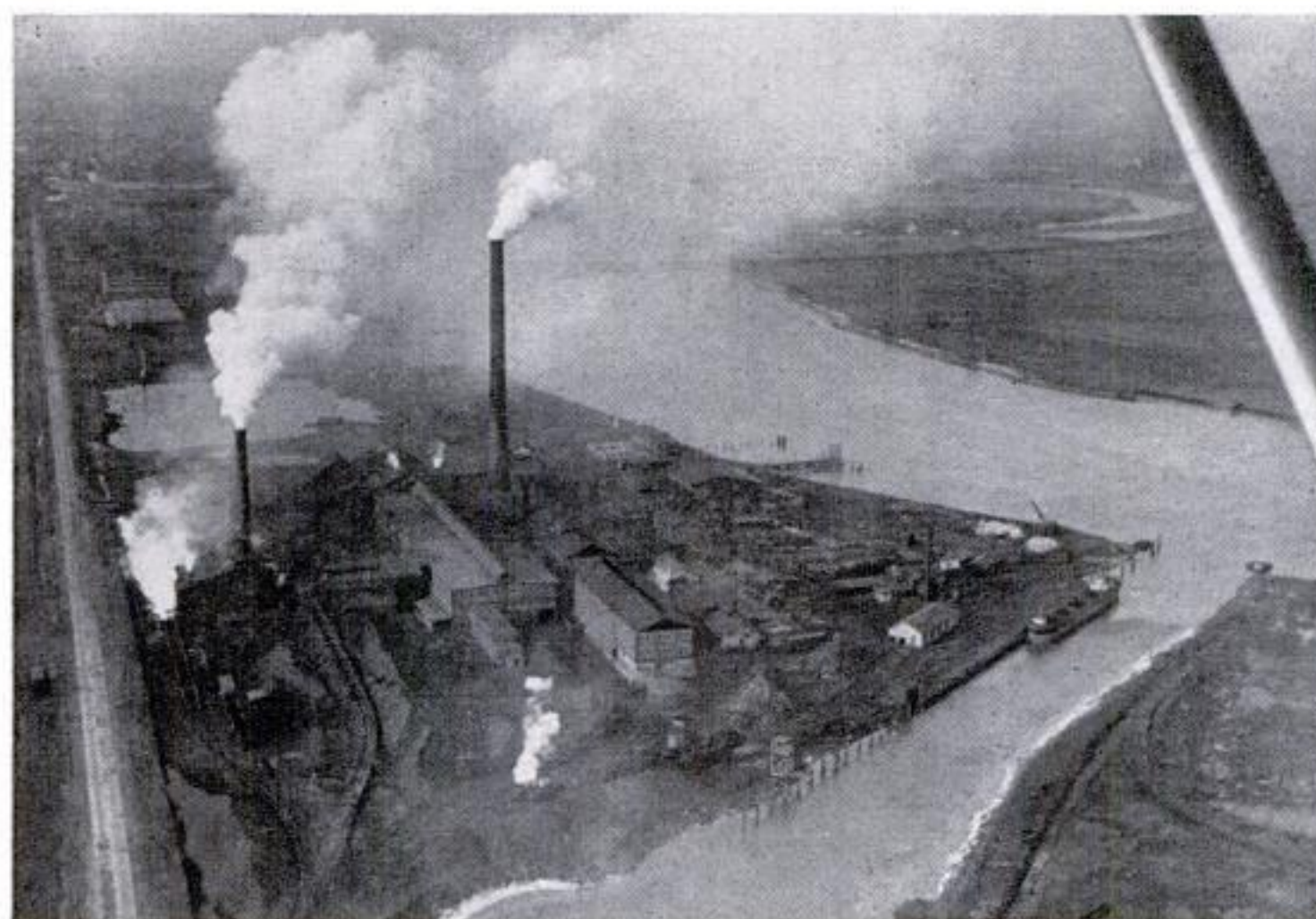
make it a first-rank industrial city. As for the rest of the State, it is agricultural and, before the du Ponts came, it was backward.

Delaware does have one business of first importance which is quite apart from the du Ponts—the trade in corporate charters. Millions of U. S. workers are employed by Delaware corporations. There is nothing shady about a Delaware corporation. Businesses go there for charters because the State has made it easy and cheap, cut red tape and refrained from taxing stock issues.

It is the du Ponts, nevertheless, who make Delaware important. Their factories are scattered over a dozen states. For instance the dye plant shown below is across the Delaware River in New Jersey, though the docks and the river itself are Delaware's. But Wilmington is the du Ponts' seat of residence, the capital city of their industrial empire. Into it pour the profits from all the du Pont enterprises. Their money pays most of Wilmington's salaries. Their estates, by the dozen, grace the Delaware countryside. They dominate Delaware's society and run its politics. They are the nearest thing to a feudal aristocracy which exists anywhere in the U. S. Turn the page for a look at the du Ponts, followed by pictures of the State in which they have grown great.



HENRY BELIN DU PONT AT THE CONTROLS



CHRISTINA RIVER FLOWS PAST A BRITISH-OWNED PYRITES PLANT



DU PONTS AND DU PONT FRIENDS GOLF AT WILMINGTON COUNTRY CLUB



WESTOVER HILLS IS THE SWANK SUBURB FOR DU PONT EXECUTIVES



DU PONTS' DEEPWATER PLANT IS ACROSS THE RIVER IN NEW JERSEY

CONTINUED ON NEXT PAGE



Anne De Montchanin Du Pont



Pierre Samuel Du Pont



Marie Louise Le Dée Du Pont



T. Coleman du Pont



Eleuthère Irénée du Pont



Alfred I. du Pont



Irénée du Pont



Pierre Samuel du Pont



Lammot du Pont



A. Felix du Pont



William du Pont



Eugene E. du Pont



Eugene du Pont



A. Felix du Pont Jr.



Richard Chichester du Pont



Henry Belin du Pont



Ethel du Pont Roosevelt

Marie Louise Le Dée Du Pont, wife of Pierre Samuel, never saw America. She died in Paris in 1784, left two sons.

Pierre Samuel Du Pont (1739-1817), a brilliant French statesman, founded the family, which settled in Delaware.

Anne de Montchanin Du Pont, Pierre's mother, was daughter of French nobility, wife of a bourgeois watchmaker.

Eleuthère Irénée Du Pont, son of Pierre, founded a powder mill on Brandywine Creek in 1802. He died in 1834.

T. Coleman du Pont, great-grandson of E. I., was head of the family before the present Pierre. He died in 1930.

Alfred I. du Pont was ousted from the company in 1916 by his cousins, who disapproved his second marriage.

Irénée du Pont, the second brother, is the family's public spokesman, appears at Congressional investigations.

Pierre Samuel du Pont, eldest of three ruling brothers, is the shy head of both the company and the family.

Lammot du Pont, the youngest brother, is a hard-working executive. He has had four wives and nine children.

Alexis Felix du Pont, second cousin of the brothers, is the only other du Pont now important in the company.

William du Pont, another second cousin, last year built a profitable public race track on outskirts of Wilmington.

Eugene du Pont worked briefly in the company, retired in 1912. He is famed as a big-game hunter and a father.

Eugene E. du Pont is a yachtsman, at one time was trap-shooting champion of Delaware. He has four daughters.

Felix du Pont Jr. is a licensed pilot like his father and brother. At one time he was a dispatcher for an airline.

Richard Chichester du Pont, second son of A. Felix, is famed in the Press as the world's gliding champion.

Henry Belin du Pont is secretary of Christiana Securities, du Pont family holding company, and hope of the family.

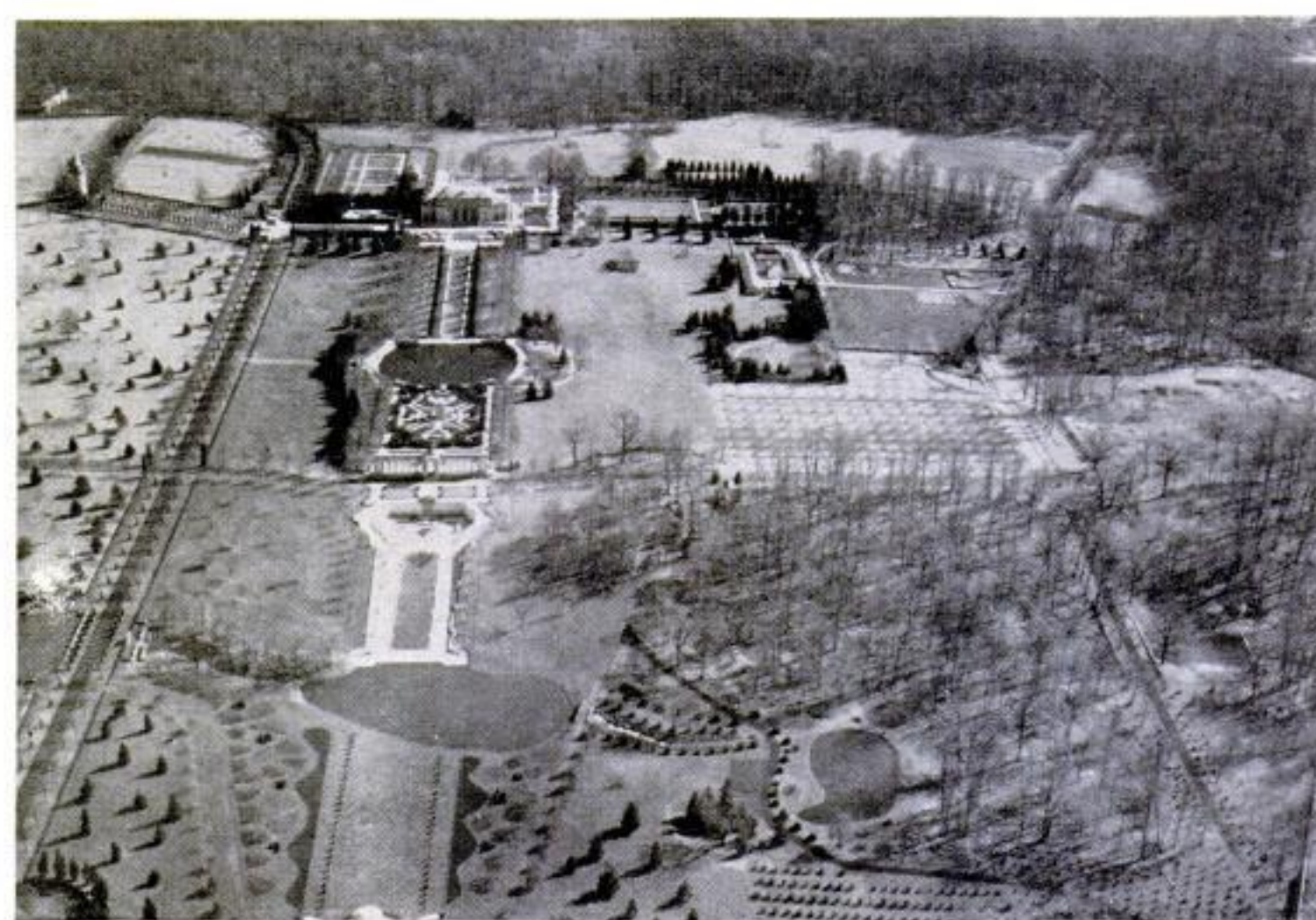
Ethel du Pont Roosevelt, daughter of Eugene, married Franklin D. Roosevelt Jr. in Wilmington, June 30, 1937.

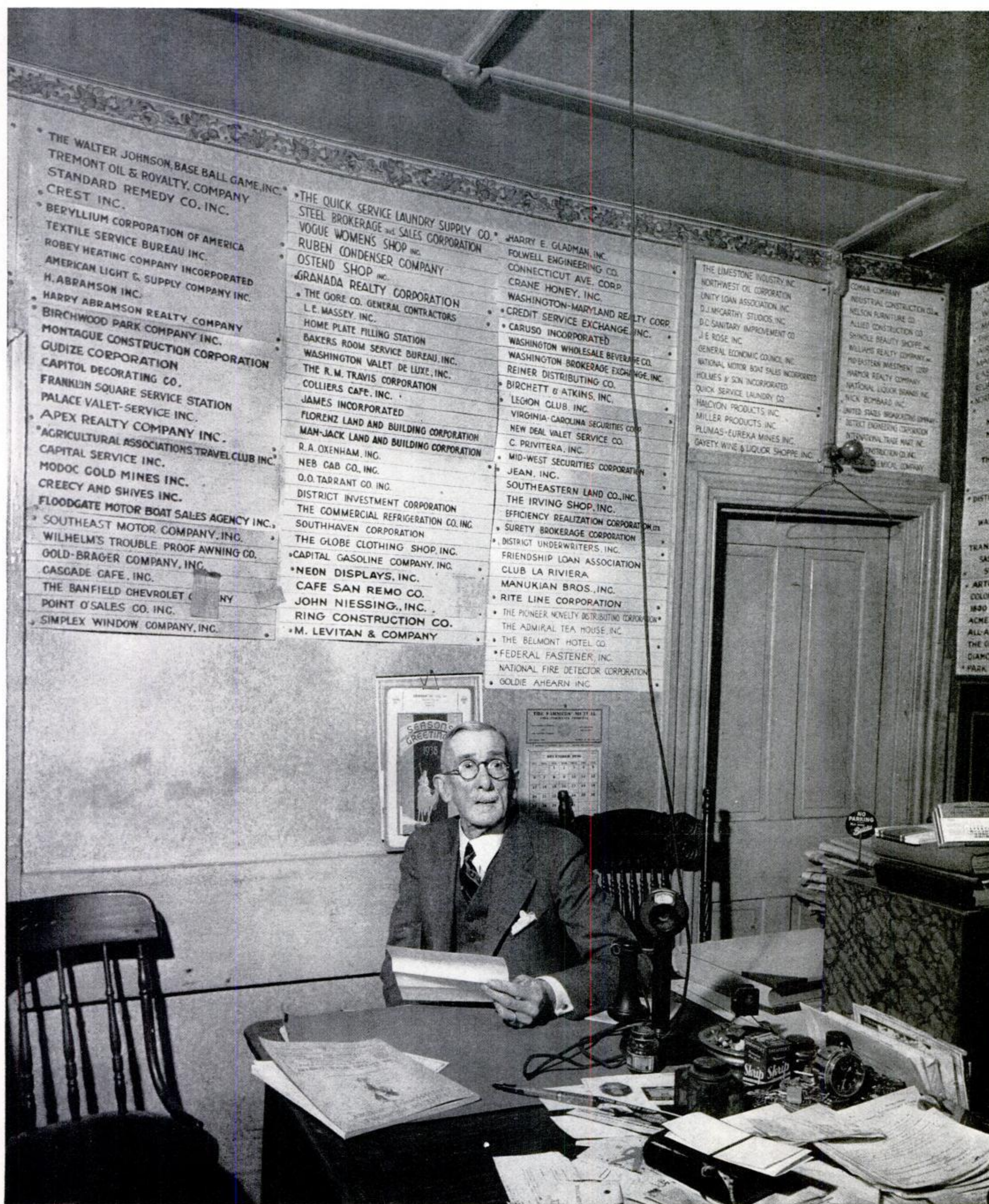
The du Pont estate shown below, which belonged to Alfred I. du Pont, is one of the great American show places. The house has 100 rooms and its gardens cover 200 acres.

THE DU PONT DYNASTY (1739-1938)

The du Ponts are powerful precisely because they are a family and in their private and business affairs they act as a family. No other great industrial family of America has remained, through five and six generations, such a loyal and coherent unit. For this there are several reasons. The du Ponts are hard-working men, of sober, bourgeois, Huguenot descent. They are exceedingly prolific. They have made a practice of marrying their cousins. And almost all of them have stuck together in Delaware.

The founder of the family, Pierre Samuel Du Pont, came to the U. S. in 1800 and his son, the first E. I., founded a powder mill. Around the powder business succeeding generations have gathered all their interests: automobiles (General Motors), munitions, rayon, Cellophane, chemicals, plastics, dyes. The family today is controlled by three brothers: a new Pierre Samuel, the head; Lammot and Irénée. Pierre's likely successor as head of the family is the brothers' nephew, Henry Belin du Pont, who piloted LIFE's photographer. Above is a chart of important du Ponts, past and present.





All that is Delaware is not du Pont

The most famous non-du Pont thing in Delaware is its corporation-law business. The gentleman above is a country judge, the Hon. Wilbur D. Burton, who conducts his practice from a one-room office on the main street of Dover. Lawyer Burton represents over 300 out-of-State corporations, whose names make an

impressive industrial roster covering his office walls.

Since each incorporating business is required to maintain an office in Delaware, local lawyers make a good thing out of acting as corporation dummies. Judge Burton gets from \$10 to \$100 a year from each of his clients, performs only nominal services.

CONTINUED ON NEXT PAGE



TOURISTS ON THE DU PONT HIGHWAY ARE TOLD WHERE TO STAY



THE EXPERIMENTAL STATION IS THE HEART OF DU PONT INDUSTRY

DOWN THE DU PONT HIGHWAY LIES THE REST OF DELAWARE: SLOW, RURAL AND PICTURESQUE



On previous pages you looked at Delaware from a du Pont's airplane. On this and the next three pages you see Delaware as it looks by automobile. This trip, too, is by courtesy of a du Pont.

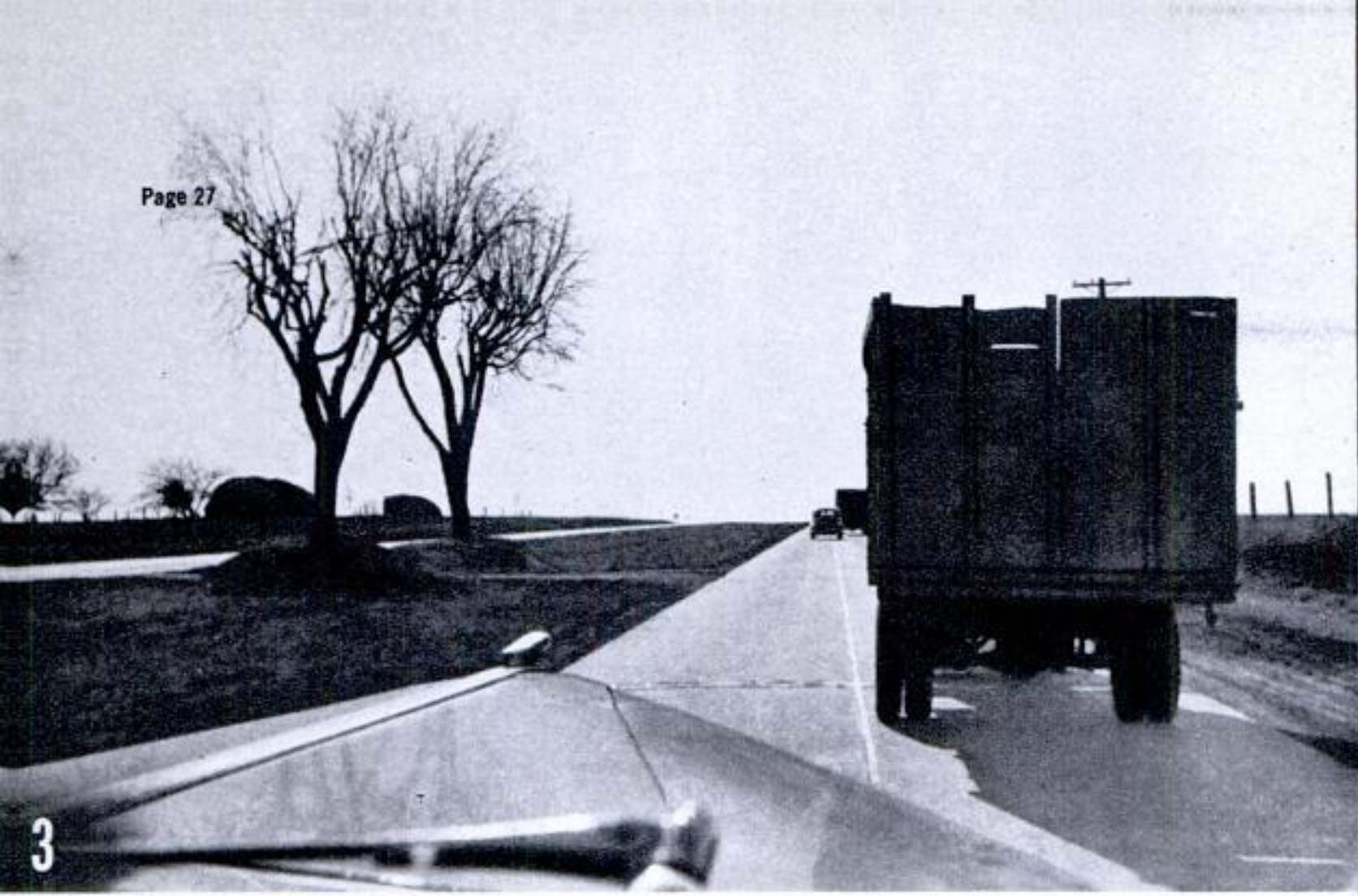
The motorist, heading south from Wilmington, soon comes to the intersection shown at left. It is the start of the T. Coleman du Pont Highway and on it the motorist will travel almost the entire length of Delaware, from Wilmington to the Maryland border. This road was built by the late T. Coleman du Pont, once head of the family, with his own money (\$5,000,000) and given to the State. The State, in return, sent T. Coleman du Pont to the U. S. Senate.

As you travel south on the du Pont Highway, the rolling hills of the Wilmington region flatten into a plain. The nasal tones of the damp northern district broaden into a warm Southern accent. The oak and maple give way to pine woods. Southern Delaware is wholly rural, populated by quiet-spoken farmers of Dutch-English descent, living on small but tidy farmsteads.

From top to bottom, Delaware is only 110 miles long and its greatest width is 35 miles. The whole southern part of the State has a smaller population than the city of Wilmington. The growth of the Wilmington region, during and since the War, has given Southern Delaware good roads and a good market for its farm produce but has made it, economically, the back country of a big city. Between Delaware's South and North, little love is lost. Since the War, its Republican North has usually kept political control from its Democratic South. This year, for the first time in two decades, a Democrat sits in the Governor's office at Dover. But Governor Richard McMullen is a shoe manufacturer from Wilmington, and a very tame Democrat. There are du Ponts enough on each side of the political fence to maintain a fair measure of family control, no matter which way the elections go.

In the townships near Wilmington, the farmers have felt another du Pont influence. On Saturday afternoons the du Ponts and their friends in top hats and scarlet coats go fox-hunting with horses, hounds and bugles over the rolling hills. The huntsmen pay the farmers well for the privilege.

The effect of the du Ponts on Delaware has been to raise the whole State considerably above its natural level of wealth and prominence. Of Wilmington and the region around it they have made a sort of mild feudal duchy, and their influence is all-pervasive. To rural Delaware they have given the hurry-up of good roads, good schools and a market. But Nature did not intend this part of the State to be hustling or progressive. It is still, as the following pages show, a country of slow-moving farmers, fishing villages and sights for tourists to look at.



3 SOUTHERN DELAWARE SENDS ITS PRODUCE OVER THE DU PONT HIGHWAY



4 MUSKRAT HUNTING IS A POOR MAN'S SPORT. SKINS BRING 50¢



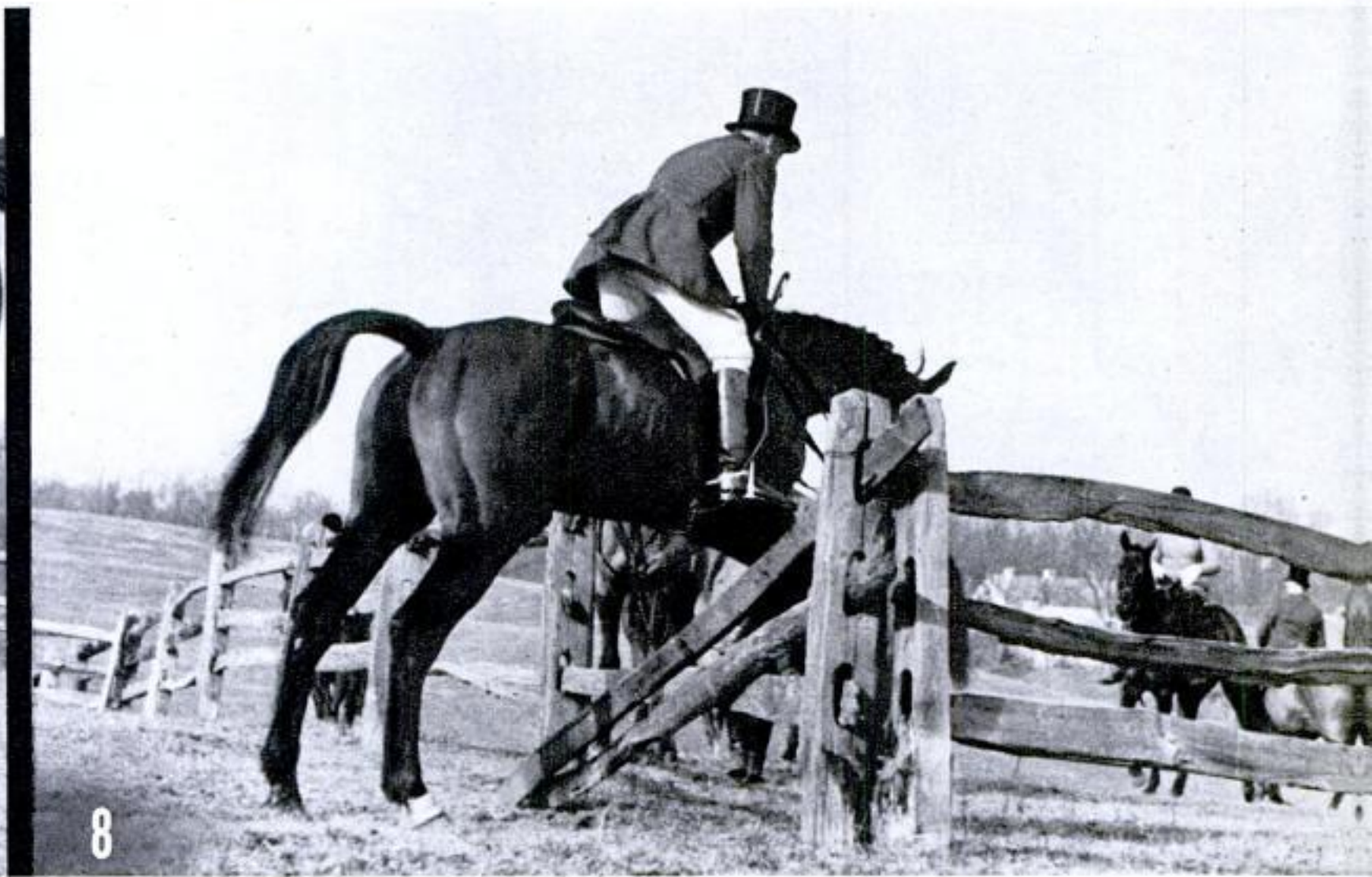
5 DIRT ROADS AND SMALL FARMS COVER THE SOUTHERN COUNTIES



6 VICMEAD IS THE HOME OF THE DU PONTS' FAVORITE HUNT CLUB



7 HOUNDS START OVER THE HILLS: BELOW, DELAWARE ARISTOCRATS



8 AT THE END OF THE HUNT. BELOW, A HOUND HAS HOLED THE FOX

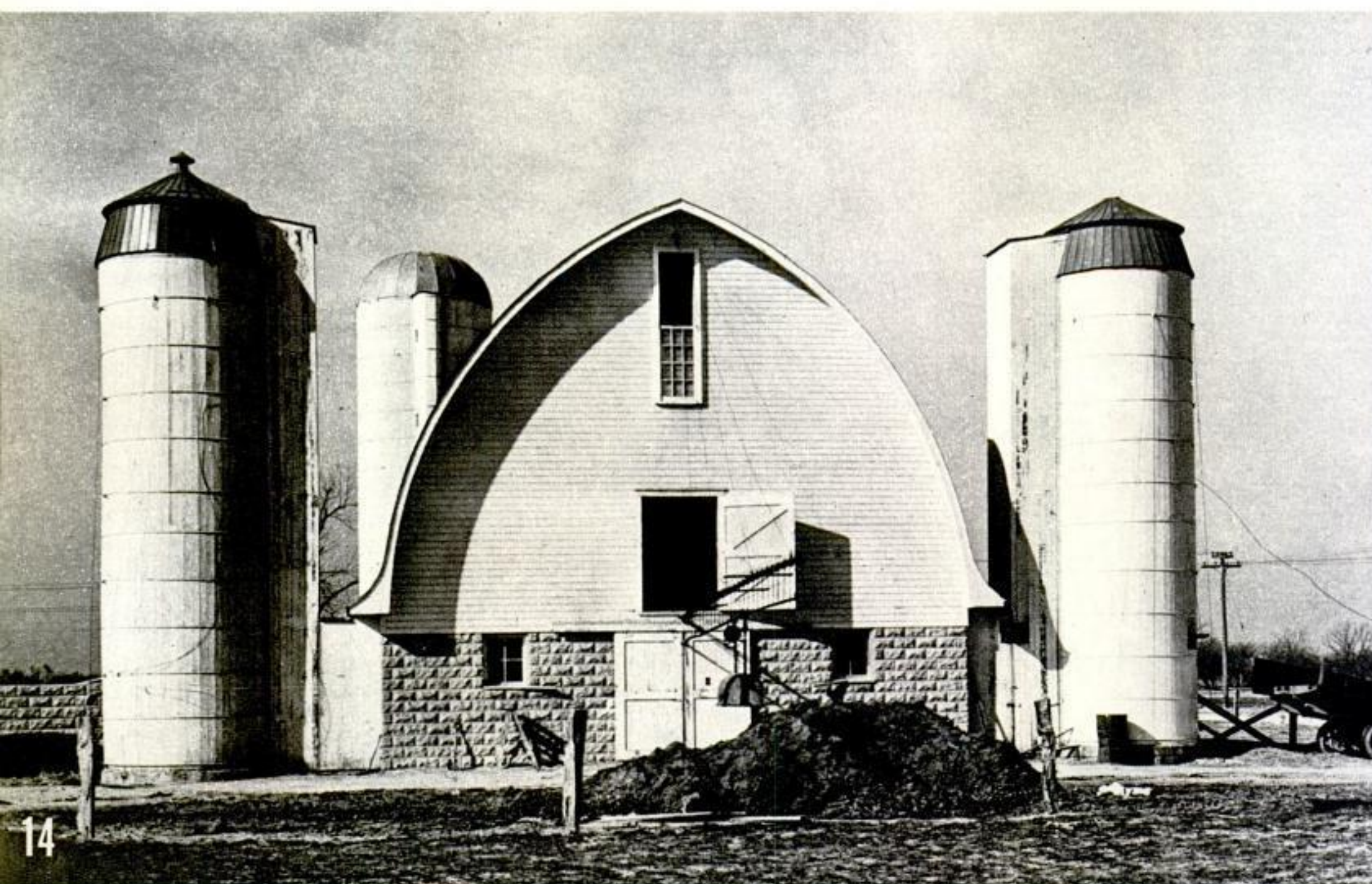




A Dunkard woman, in black shawl and cowl, goes to market on the main street of Dover. Delaware's capital is

a sleepy country town with a population of only 5,000, comprising many small storekeepers and corporation law-

yers. The Dunkards drive into town in boxlike carts. In this one are four Dunkards who refused to come out to have their pictures



This prosperous farm is near Georgetown. Delaware is famous for its peaches, apples, strawberries, tomatoes. Be-

low, an abandoned house on the outskirts of Wilmington. An old Negro lives in it and children believe it haunted.

Oyster boats tie up in Little Creek, east of Dover. Fishing ranks with farming along the Delaware shore. Below, Old Swedes' church-



11

12

14

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13

taken or even to open the door. Members of this quaint, Quaker-like religious sect own fertile farms in the region around Dover.

The State House at Dover displays the original grant by which Charles II bestowed Delaware on his brother, later

James II. Delaware was the first State to ratify the U. S. Constitution and marches first in inaugural processions.

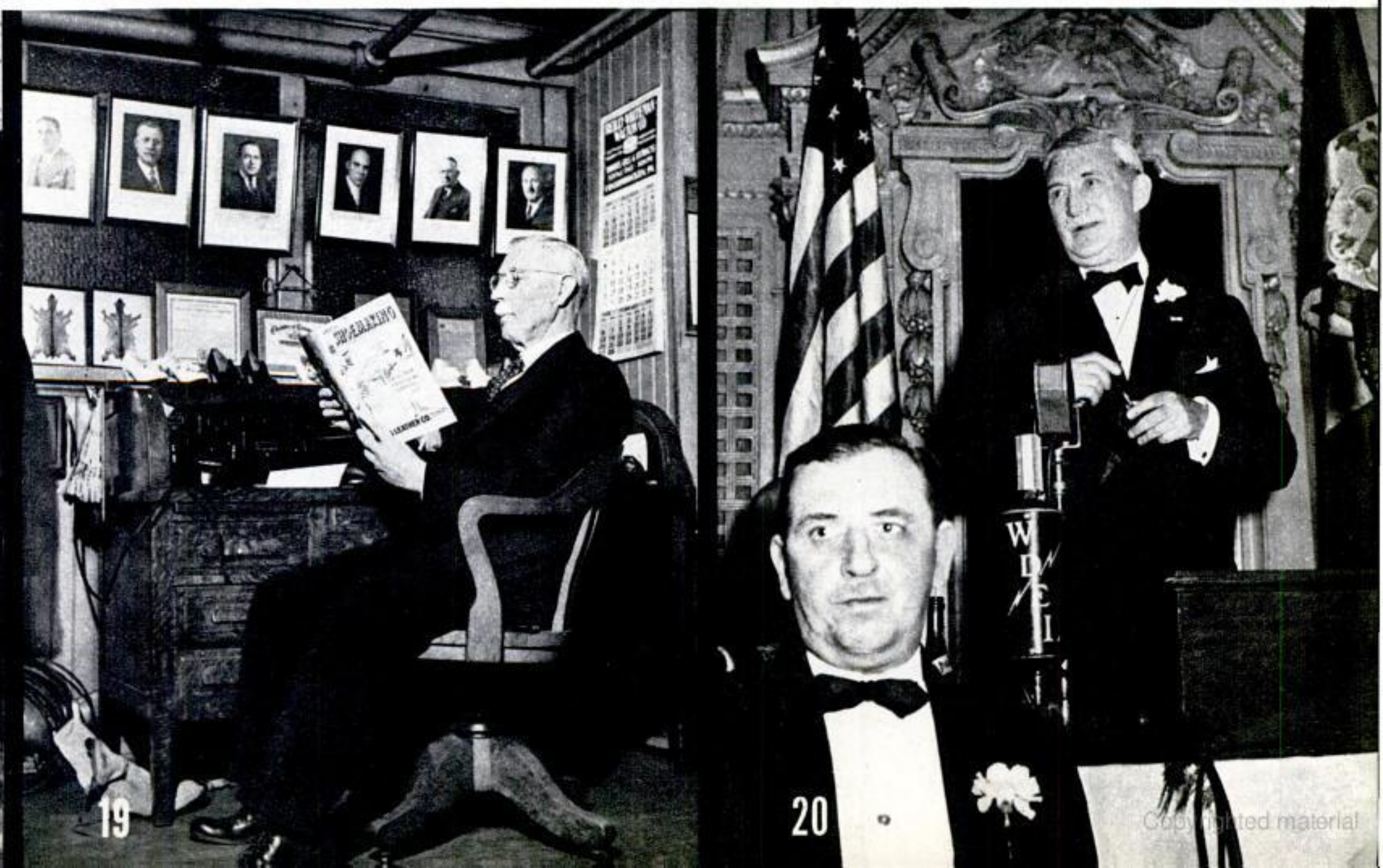


16

yard on the outskirts of Wilmington which is about the only evidence left of the time (1638-55) when Swedes settled in Delaware.

Fenwick Island Light stands on southeastern tip of Delaware. Below, left, Governor McMullen in his shoe factory.

Below, right, President William S. Knudsen of du Pont-controlled General Motors addresses a Wilmington banquet.



19

20



Lee Shubert with his younger brother J. J. has produced one musical smash hit, *Hooray for What!* (see page 32), a fairly successful musical, *Between the Devil*. They also own a "piece" of the late-season hit, *Shadow and Substance*.



Sam Harris is the season's top producer with two hits, *I'd Rather Be Right* and *Of Mice and Men*; and a holdover from last season, *You Can't Take It With You*, which is still a success on Broadway, has three companies on the road.



John Golden is one of the few theatrical producers who are also millionaires. He founded his fortune by writing lyrics for popular songs like *Poor Butterfly* and enlarged it by staging such famous successes as *Lightnin'*, which

ran for three years on Broadway, *Seventh Heaven*, *The First Year*. This season his only venture, *Susan and God* (see opposite), whose gross of \$20,000 a week tops all current non-musical shows, is adding comfortably to his bank roll.



Theresa Helburn is pretty much boss of the Theatre Guild which has had one hit, *Amphitryon 38* (see page 34), out of four productions. The success is largely due to the Lunts who are now rehearsing Chekhov's *Sea Gull* for the Guild.



Harold Clurman is the moving spirit of the Group Theatre, offspring of the Guild and now its most serious rival. In Clifford Odets' *Golden Boy* (LIFE, Jan. 17) the Group has a hit equal to its first box-office success, *Men in White*.

1937-38 THEATRE SEASON BOASTS A DOZEN HITS

Here in color are three

The 1937-38 theatrical season in New York has proved once again what is proved on Broadway every season: the producers who put on the big box-office hits are the experienced, old-line producers. The three gentlemen whose pictures appear at top of the group at left are all veterans in the business and tradition of Broadway. Among them, they own or have an interest in five of the twelve current top attractions. Another was put on by the Theatre Guild, now almost 20 years old, and still another by the seven-year-old Group Theatre. The remaining hits were staged by oldtimers—with the brilliant exception of the brand-new Mercury Theatre's Elizabethan sellouts, *Julius Caesar* (LIFE, Nov. 22) and *The Shoemaker's Holiday*.

Up to mid-February, sixty-odd plays had struggled through the harried, hard-working weeks of preparation and rehearsal to achieve Broadway premieres. Twelve became good money-makers. Eight proved more or less successful. The rest—almost four out of every five—were flops. This, says Broadway, is an average season.

The season opened promisingly, doing well until mid-December when there came a sudden succession of sickening flops. Play after hopeful play rang up the curtain, received critical lambasting, rang the curtain quickly down. It was one of the most drastic series of midseason failures that Broadway could recall. Producers, as usual in such circumstances, berated critics for being too harsh with plays which were certainly no worse than mediocre. One author-producer even punched a critic on the jaw.

Then, at the beginning of February, the season surprisingly got a second wind. Within a fortnight, four good plays opened; *Bachelor Born*, *Shadow and Substance*, *On Borrowed Time*, *Our Town*. The first two were imported from abroad. The second two were semi-fantasies dealing with death. Reviews glowed and Broadway, cockily deciding that the critics had learned their lesson, predicted that at least three of the latecomers would bloom into genuine hits. Backers, heartened by the late-season evidence of the theatre's great vitality, were impressed by the commercial successes of experimental productions such as those done for the Mercury Theatre by 22-year-old Actor-Director-Producer Orson Welles; by the labor revue, *Pins and Needles* (LIFE, Dec. 27); by the satiric *Cradle Will Rock* and the Federal Theatre's *One Third of a Nation* (LIFE, Feb. 14). Movie magnates, sulking in their Hollywood tents, were making few high offers for plays although Maxwell Anderson's *Star Wagon* was bought for the screen for \$65,000 and bidding was lively for *Susan and God*.

Of all producers, the one who stood out most was Sam Harris, whose shrewd judgment has brought him such hits as *Rain* (1922-23), *Of Thee I Sing* (1931-32), *Stage Door* (1936-37). His *I'd Rather Be Right* is grossing \$32,000 a week, \$6,000 ahead of its nearest rival, *Hooray for What!* His *Of Mice and Men* takes in \$12,000 a week, a good gross though under the \$20,000 of *Susan and God*, the \$16,500 of *Golden Boy* and the \$16,000 of *Amphitryon*. And his holdover, Pulitzer Prizewinning *You Can't Take It With You*, goes profitably along with a weekly "take" of \$13,000.



Gertrude Lawrence is errant
mother in "Susan and God"

In a year of exceptional theatrical brilliance, four Broadway plays hold top box-office listings. They are, for musicals: *I'd Rather Be Right* (LIFE, Oct. 25), *Hooray for What!* (LIFE, Dec. 20); for plays: *Amphitryon 38* (LIFE, Nov. 1) and *Susan and God*. Here you see high moments from three of them in

color photographs taken for LIFE by Gray-O'Reilly.

Above is the most touching scene in *Susan and God*, which is kept in a state of theatrical effervescence by Gertrude Lawrence. Here she agrees to reopen her closed home for her bibulous husband (Paul McGrath) and her neglected daughter (Nancy Kelly).



**"Hooray for What!" follows the new
pattern of U. S. musical comedy**

The musical show is America's most distinct contribution to the theatre. The golden age of the musical came soon after the World War, culminated with Florenz Ziegfeld, has since declined. A new slant was then given the tradition of the musical show by Kaufman & Ryskind's



political *Of Thee I Sing*, Pulitzer Prizewinner for 1932. *Hooray for What!*, Broadway's best this year, follows the new pattern. It laughs at war, at spies, at the League of Nations, at politicians and statesmen. Though it does none of this too deftly, it does give full scope to the mani-

acal comedy genius of Ed Wynn. Here he is on the Fourth of July (on platform), about to be driven out of his native town of Sprinkle, Ind., by the mayor for inventing evil-smelling gases. For color and fun what follows during the rest of the evening is native musical comedy at its best.



**The Lunts give Olympian dignity
to a French bedroom comedy**

Since its inception in 1919, the Theatre Guild has produced many of Broadway's most dazzling successes. This season has been its off year. Of four shows, only one has been a hit. This one depends less upon its French script than upon the acting of the world's greatest theatrical team, Alfred Lunt and

Lynn Fontanne. One of their most telling moments occurs in the second scene of *Amphitryon 38* when Jupiter, disguised as her husband, comes to earth to woo chaste Alcmena. Having become acquainted with the law of gravity and allayed Alcmena's suspicions, he here carries her up the steps to her boudoir.



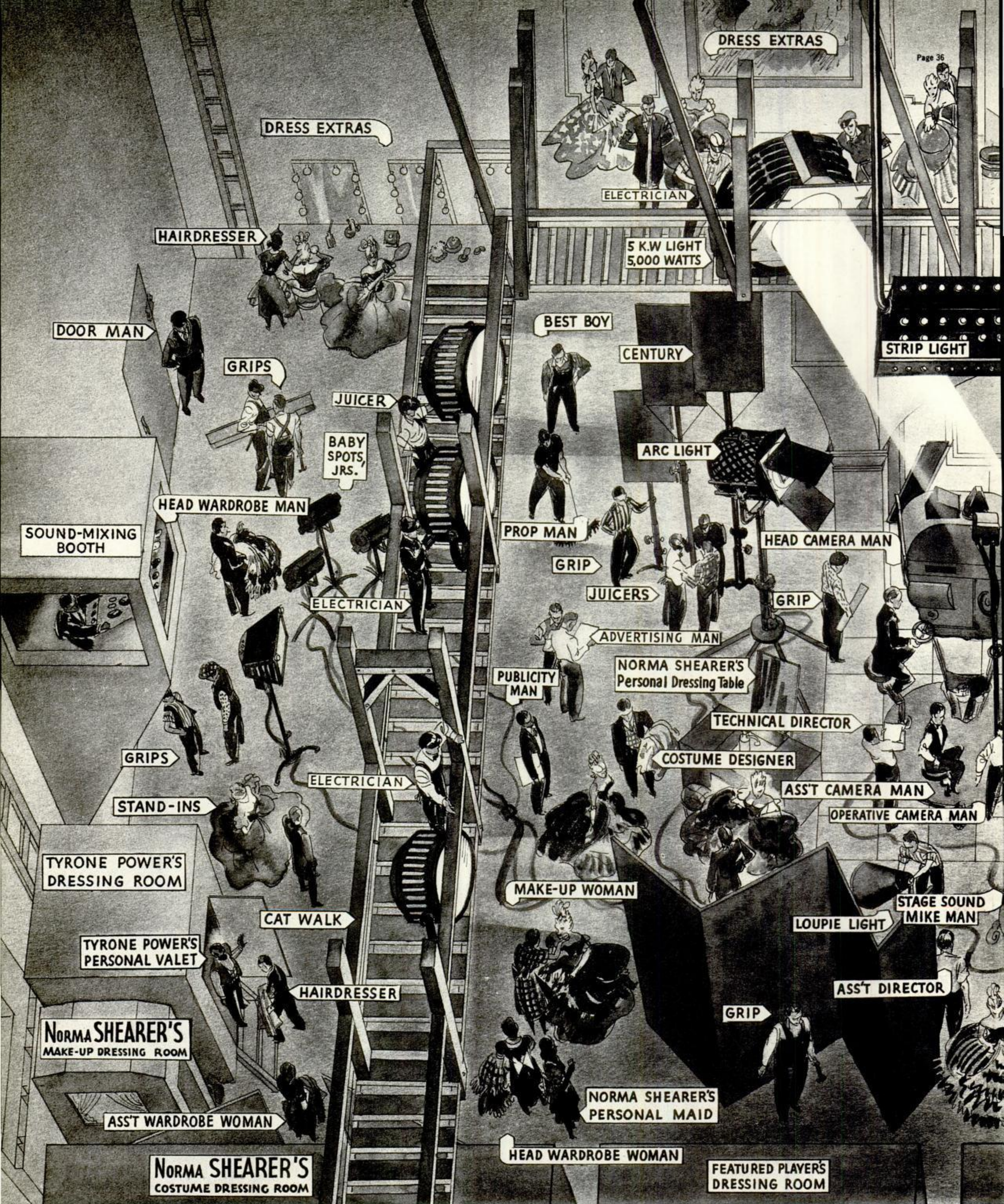
Norma Shearer
as
Marie Antoinette

Norma Shearer, billed by her studio as the "First Lady of the Screen," is making her first movie in two years, *Marie Antoinette*. This is her first photograph in full costume as the famous Queen who advised her peasants to eat cake and lost her head for it.

It is no trick at all for Miss Shearer to assume the aspect of a Queen of France. A reigning movie star is as regal as royalty itself, and Miss Shearer occupies a throne far more stable than Marie Antoinette's. She is not only the First Lady of a studio which boasts

Joan Crawford and Myrna Loy, but the widow of the man who made Metro-Goldwyn-Mayer the No. 1 movie company. For a time, after Irving Thalberg's death, she was its principal stockholder.

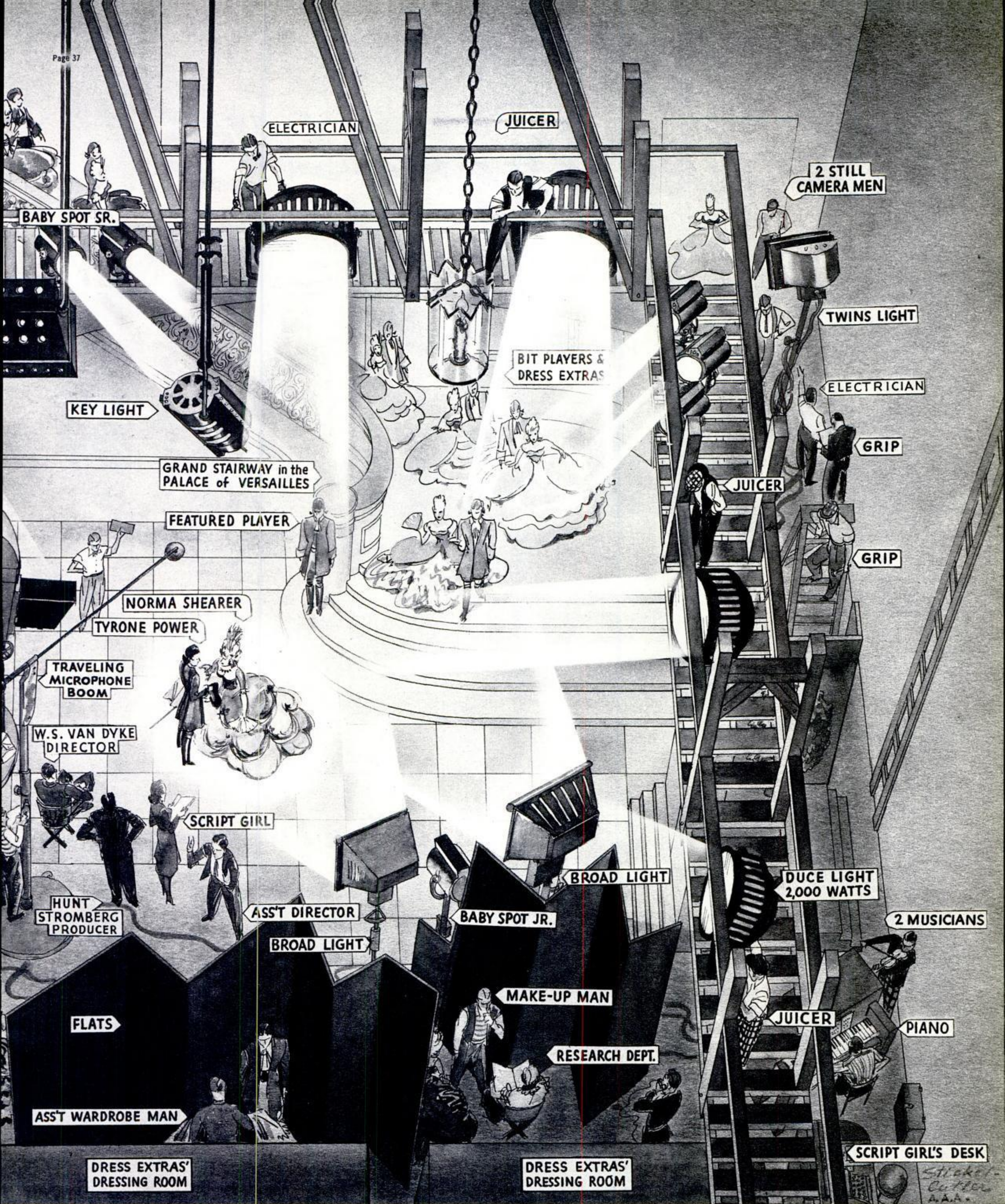
Marie Antoinette is the picture which Thalberg planned for his wife before he died. It is being produced with all the lavishness for which his studio is famous. Item: 115 hair stylists, at \$2,000 a day, to create such coiffures as Miss Shearer's above. For a drawing of the *Marie Antoinette* set, turn the page.



SOUND STAGE IN ACTION

Making a movie within the four walls of a sound stage is one of the world's most complicated production jobs. This is a drawing of Stage 8 at M-G-M where *Marie Antoinette* is being made. Each of the

eighty-odd persons, each piece of apparatus, each light and "prop" must be in its place, functioning smoothly, when Director Van Dyke orders: "Camera!" At this moment Van Dyke is shooting a scene on the Grand



Stairway at Versailles. Time: 1779. In front of camera stands Norma Shearer, as Marie, with her leading man, Tyrone Power, as Count Axel von Ferson. You are looking down from the sound-stage roof,

so that the catwalk around the top, the lights and the tall camera look disproportionately large. Some of the terms need explanation. "Grips" handle the scenery. "Juicers" are sub-electricians. The "best

boy" is a general utility man who assists the head electrician. "Centuries" and "flats" are black screens to deaden light reflections. The two musicians play only between scenes, to create the players' moods.

Wake Up and **LIVE**

These people have all begun to live again. Their stories of how they found the way to *New Energy* and Healthier, Happier Lives are important to you



Miss Suzette Waite and friend doing step in the Big Apple.

"The new dances are *much more* fun..."

"During the Christmas holidays, I went to a party almost every night. Result—I got terribly tired out and suddenly my face went all pimply. I was almost heartbroken. Then I came across a Fleischmann's ad that told how Yeast helps clear up pimples. I took 3 cakes every day in orange juice

and in about 3 weeks my face was much, much better. And soon it was all right again. Oh, I'm so thankful I've found out how to keep my skin looking nice. I love parties and dancing—especially the new dances like the Big Apple. They're so much more fun."—SUZETTE WAITE



Mr. and Mrs. George Coy, Jr.

"Going great guns all day..."

"I'm a salesman for a large petroleum-refining company and drive about 70 miles daily through New York traffic. Several months ago the nervous strain of this sort of driving, plus the bad effects of hasty pick-up lunches got my system all upset.

"I got feeling so bad I didn't give a hang about anything any more. I was all in by the time I got home evenings—and it was all my wife could do to get me going in the morning when the alarm went off.

"One of my customers heard me 'beefing' about how I felt and suggested I try what had helped him—Fleischmann's Yeast. So I began eating 3 cakes a day. It sure did the trick. I'm going great guns all day. I am no longer used up when the day's over, and now my wife and I don't turn down party invitations."—GEORGE COY, Jr.



Mr. Van Pelt and his son, Billy

"Now I put on the gloves with Billy..."

"Some time ago I worked in a machinery-exporting firm. I was assistant to the president, which meant I handled sales, traffic and credit. I am naturally nervous and took the work so seriously it began to get me down.

"I had splitting six-o'clock headaches, looked bad, suffered from irregular elimination. I became irritable not only in business, but at home with the whole family.

"My father had been troubled with heartburn and such things. I remembered how well Fleischmann's Yeast had helped him. So I began eating it regularly, on saltines.

"Within a month I was hitting the ball straight again. My bowels became regular and my whole system got back to normal. And I've kept *feeling fine* ever since. Now I put on the gloves with Billy, get socked on the beeper, grin and like it."

WILLIAM H. VAN PELT

(right)

"Swell to have face O.K. again..."

"Last winter I played first fiddle in the High School orchestra and had lots of fun at school dances. But then something got wrong with me. Awful pimples made my face look fierce. After a concert I used to sneak out the back way and go home.

"I fagged out easy, too. Playing hockey, I couldn't seem to get down the ice with the other fellows like I used to.

"Then I heard on the radio how Fleischmann's Yeast was good for a pimply face. For a month I ate it. It worked swell. Not a pimple was left! I felt so good I put some real zip into hockey. If anybody wants to ask me about Fleischmann's Yeast, I'll tell them it's the stuff!"

WARREN RUFF



Warren Ruff

IT is the prompt action of the millions of tiny, *live yeast plants* that makes Fleischmann's fresh Yeast so effective.

These microscopic yeast plants get busy at once helping to stimulate and increase the flow of gastric juices in your stomach. Your entire system is kept healthier and more active. Skin troubles begin to clear

up, your bowels to become regular, that peppy feeling to go.

Each cake is fortified with 4 vitamins (A, B, D and G)—the Cold-Resistance Vitamin, the Nerve Vitamin, the Bone Vitamin and the Vitality Vitamin.

Start today to eat 3 cakes daily, a cake about ½ hour before each meal.

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EGYPT'S ROYAL FAMILY: TURBANS WITH VEILS OR HATS WITH BRIMS

OUT OF EGYPT COME THESE NEW HAT STYLES

Farouk's wedding is excuse for fresh freakishness

The Queen Mother of Egypt, sitting in centre royal box above, still follows the old-fashioned custom of wearing a turban with veil draped over the chin. But modern Egypt, as exemplified by three young ladies in the royal box with her, prefers European styles. When Egypt's young King Farouk got married last month, American fashion designers turned to his country for a fresh inspiration. Some of the results achieved by John-Frederics, high-style New York milliners, are shown on this and the following page. They skipped the fact that Egyptian women who move in court circles wear modern European clothes. For most of their new styles they aped the costumes of the Bedouins, Nubians and other native tribes.



Wig-lappets of the Sphinxes inspired the flappy ear coverings of blue straw cloth on this model. Any such hat on an Egyptian woman would probably be an importation from Paris.



Stylish American ladies are paying \$38.50 for copies of this outfit under the misconception that it makes them look Egyptian. No headdress of any native Egyptian tribe has a brim.



At court functions, turbans with veils across the chin are still worn by old-fashioned Egyptian women. This New York version of white silk jersey costs \$35, is for evening wear.

CONTINUED ON NEXT PAGE

Chapped Hands made soft enough for Kisses

IF HANDS COULD
TALK, THEY'D SAY:



HOW MANY
TIMES EACH
DAY WE NEED
THE HELP
OF HINDS!

In and out all day long! Getting the milk, emptying the ashes, driving the car... No wonder your tender skin gets nipped by the cold. Soon your hands are dry, scratchy-rough, chapped. Like sandpaper to a man's loving touch!

Smooth on Hinds! Extra-creamy, extra-good to chapped hands. Tones down redness. Smooths away that sandpaper look and feel. Contains vitamin D, too!



HINDS MAKES
OUR ABUSED SKIN
FEEL SOOTHED,
SOFTENED...
RIGHT AWAY!



SMOOTHED BY HINDS...
AGAIN WE'RE HIS
**HONEYMOON
HANDS**

Copyright, 1938,
Lehn & Fink
Products Corporation,
Bloomfield, N. J.



QUICK
ACTING...
NOT
WATERY

EVERY drop of Hinds works fast to give you soft, smooth *Honeymoon Hands*. Even one application makes hard-working hands more thrilling. Use Hinds faithfully—before and after household jobs. Helps put back the softness that biting winds, bitter cold, household heat, hard water, and dust take away. \$1, 50c, 25c, and 10c sizes. Dispenser free with 50c size.

Hinds Honey and Almond Cream for Honeymoon Hands

EGYPTIAN HATS (continued)

New styles produce topsy-turvy effect



Upside down or right side up (let readers guess which is which), this creation would cause a sensation anywhere. American women who wish to make their eyes more arresting by covering the rest of their faces may buy this spring bonnet in blue flowered silk for \$35.

OVER 40,000,000 GLASSES OF IRISH AMERICAN SERVED LAST YEAR... *because of its delightful flavor*

Irish American is a distinctive product possessing a lightness characteristic of Scotch, and a flavor much like fine Canadian whiskies.

It does not, as many have erroneously assumed, taste like Irish whiskey.

Irish American may be served many ways —

It is grand with soda

It is ideal in a Manhattan

It makes the perfect Old Fashioned

And, of course, it is excellent straight.

You will find the price of Irish American as pleasant as its taste. It costs about one dollar per bottle less than standard Scotches in your community.

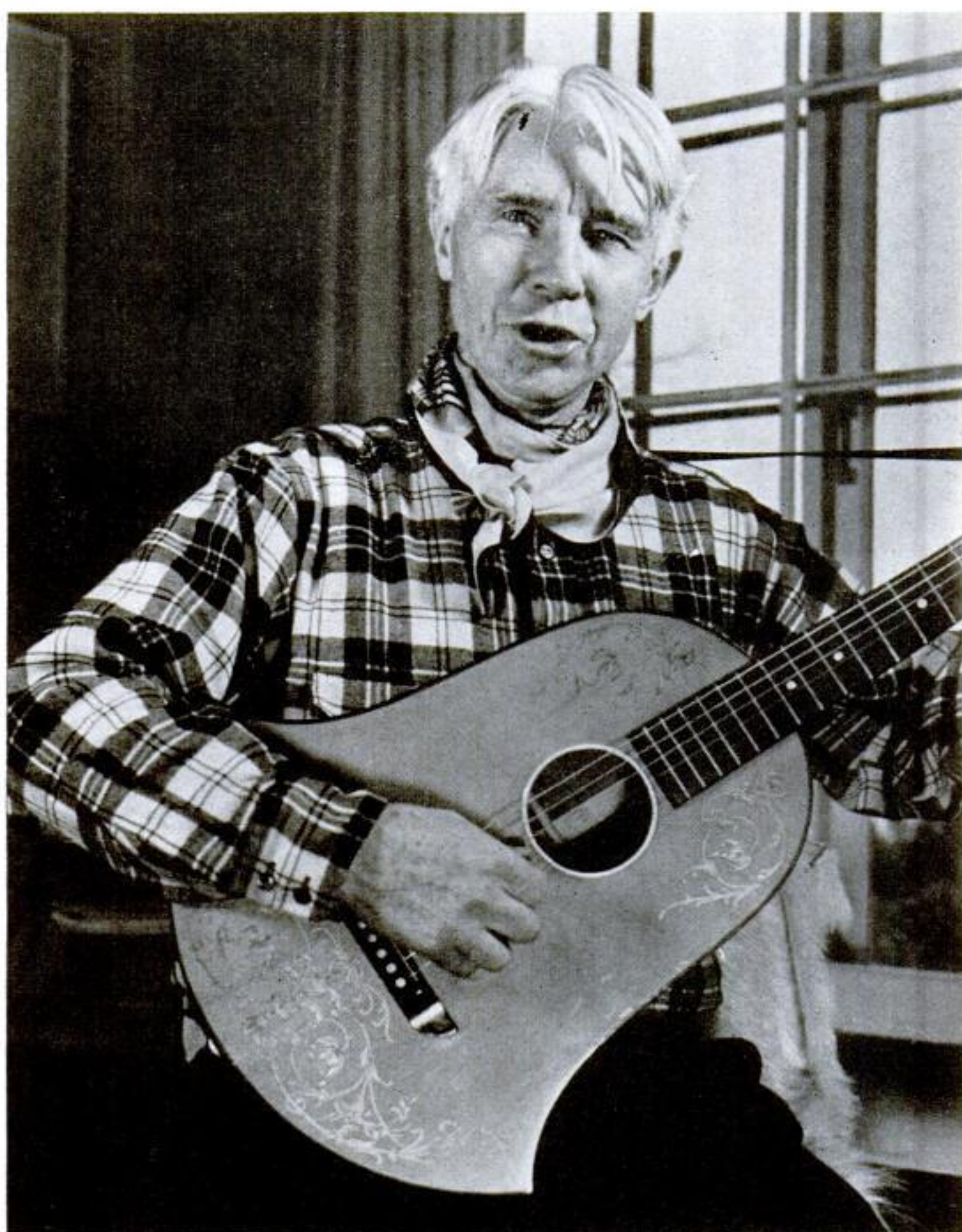
*The Best
of
Two Worlds*

WILLIAM JAMESON IRISH AMERICAN WHISKEY *Brand*

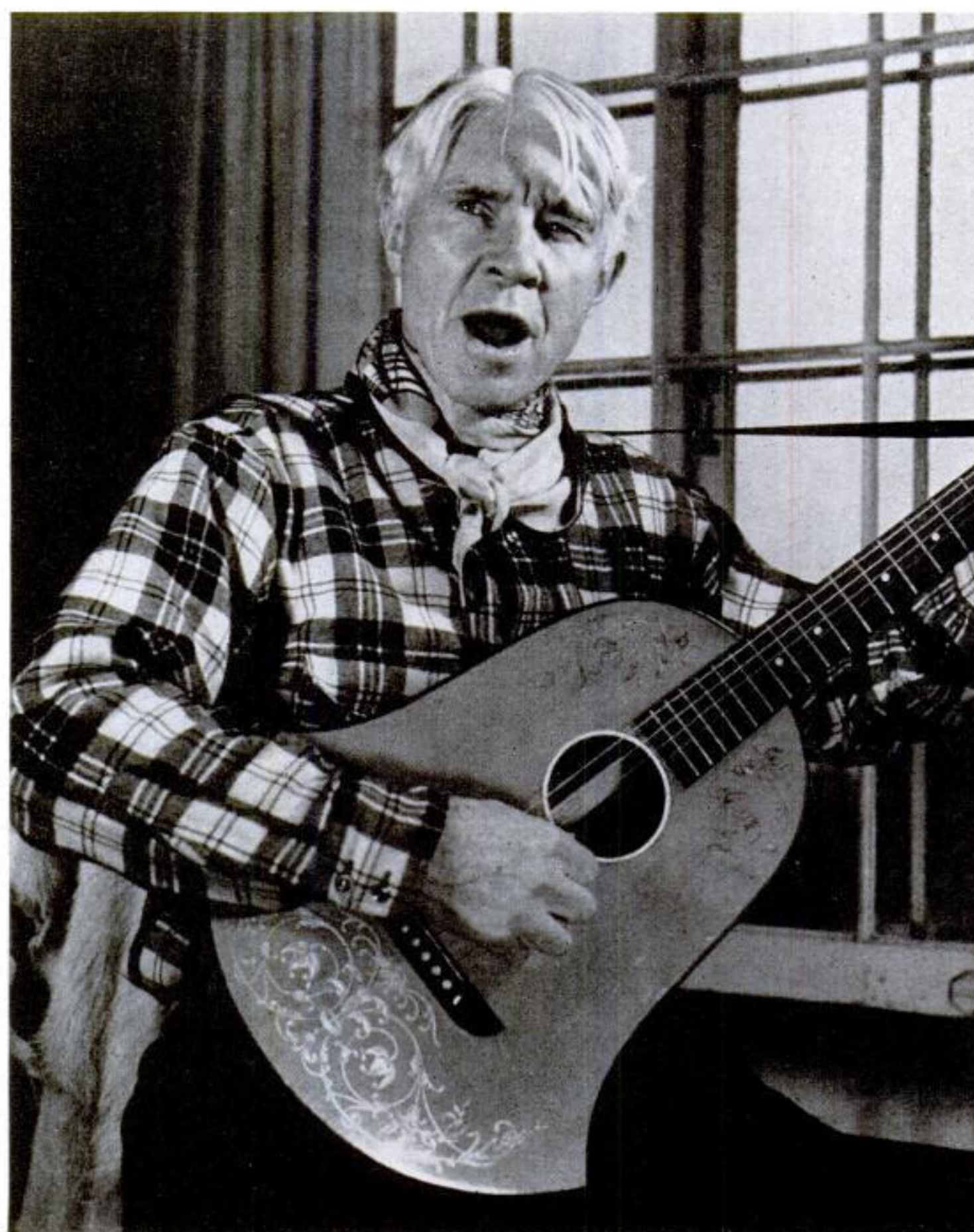
Contains 25% pot still Irish whiskey and 75%
specially distilled American straight whiskey

William Jameson & Co., Inc.
New York, N.Y.
86 Proof

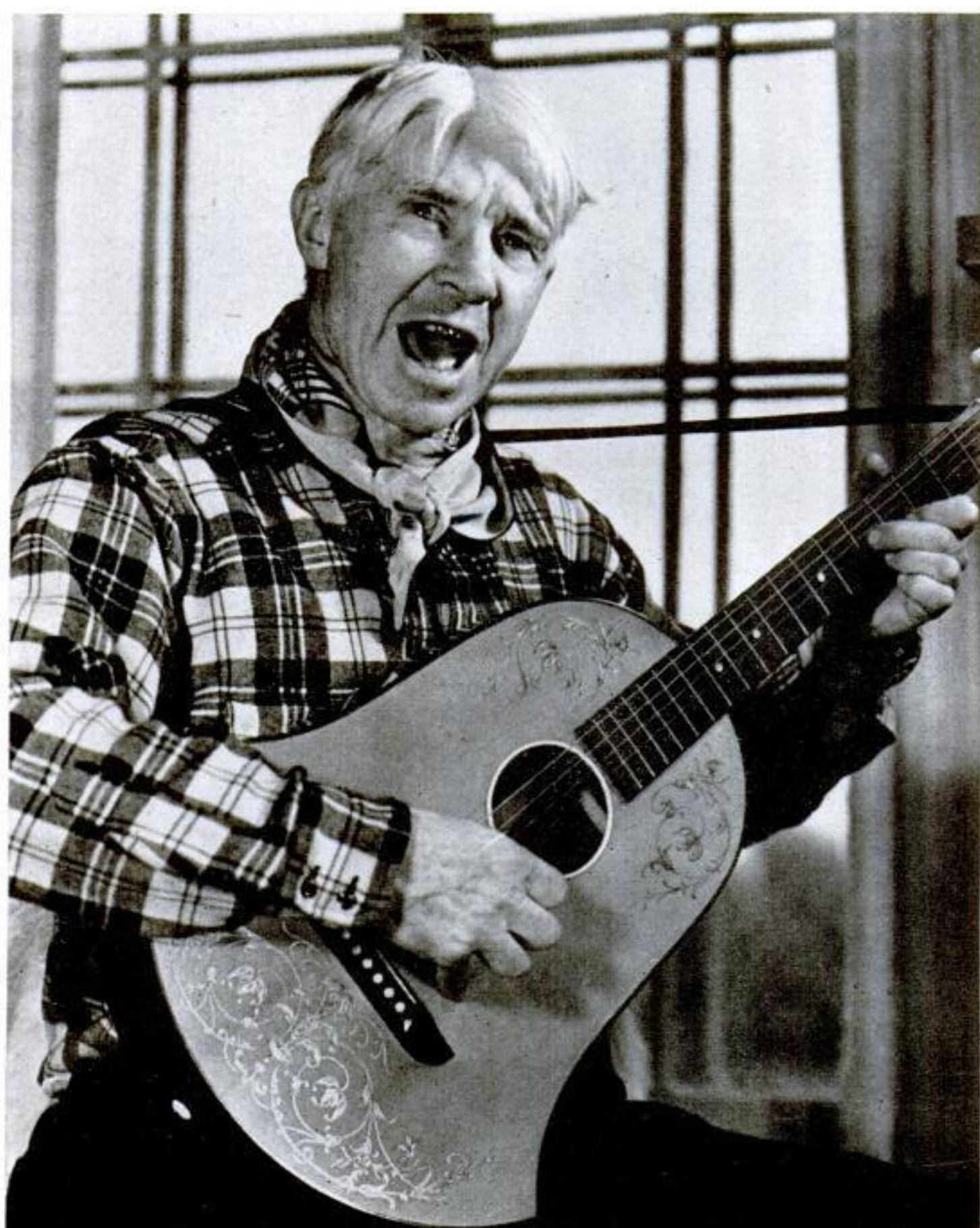




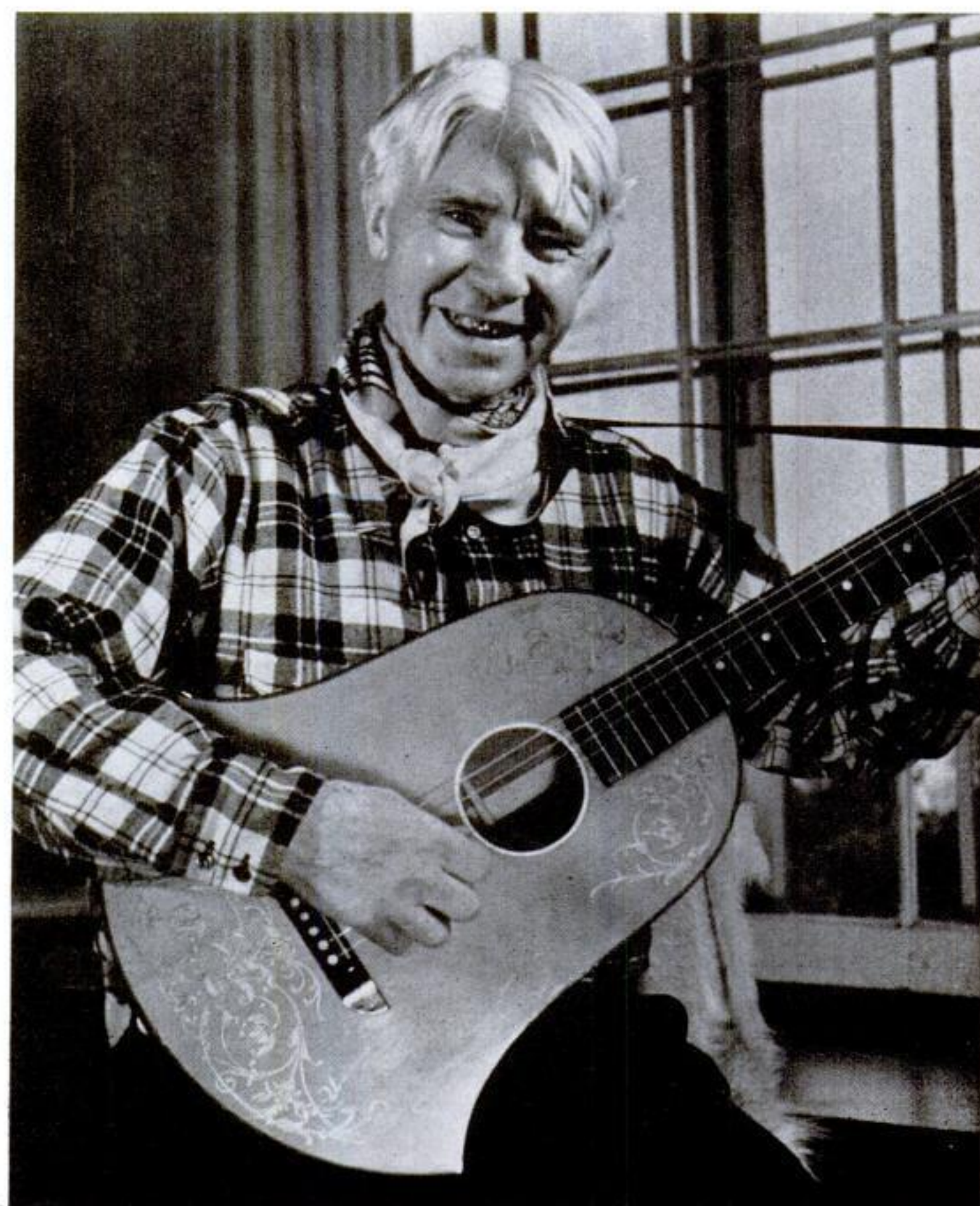
*"I have led a good life, full of peace and quiet,
"I shall have an old age full of rum and riot;"*



*"I have been a good boy, wed to peace and study,
"I shall have an old age, ribald, coarse and bloody."*

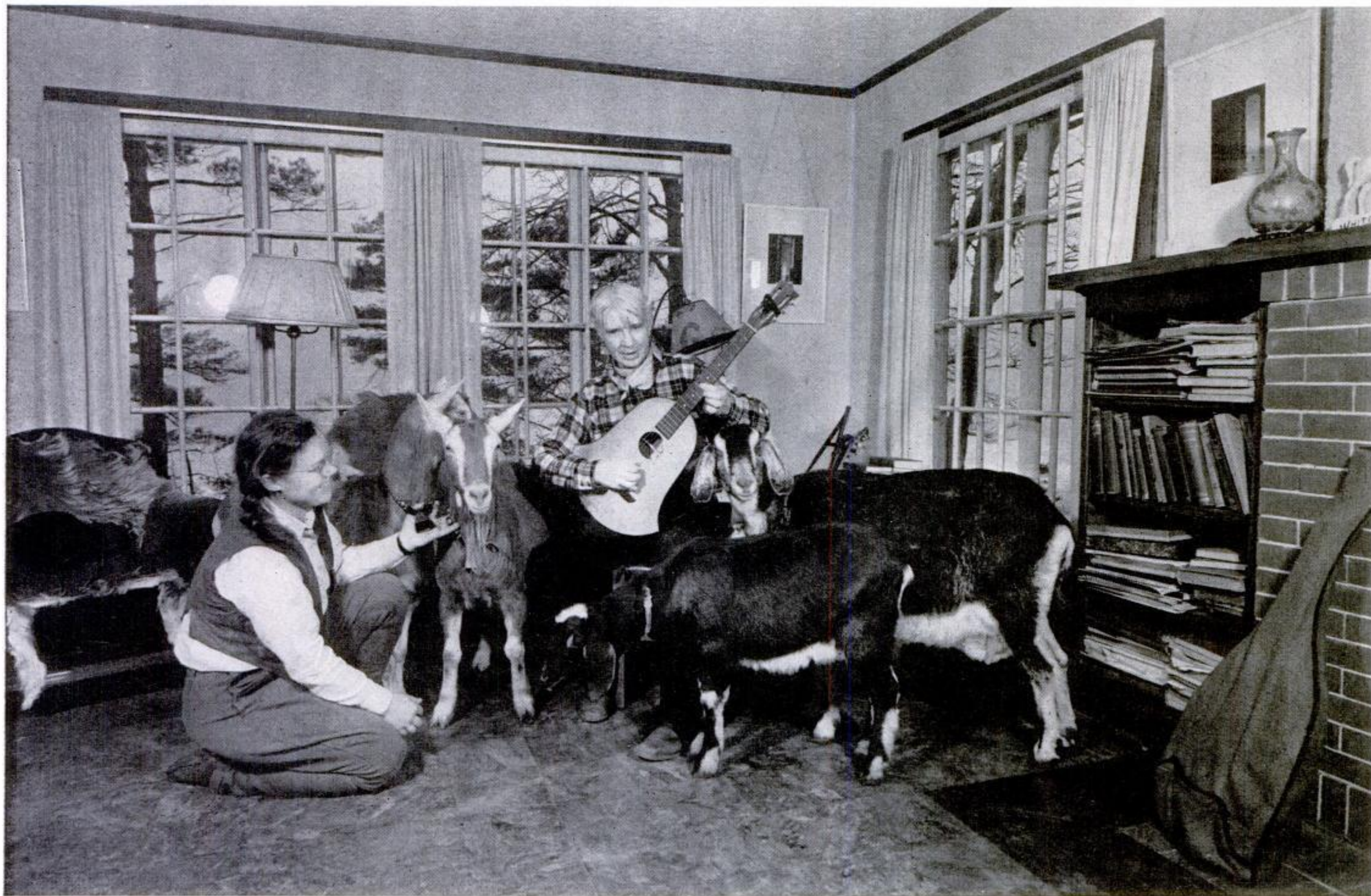


*"I have never cut throats, even when I yearned to,
"Never sang dirty songs that my fancy turned to;"*



*"I have been a nice boy and done what was expected,
"I shall be an old bum loved but unrespected."*

CARL SANDBURG AND "GIT-TAR" MAKE SUPERB RECORDS OF AMERICAN FOLK SONGS



THE POET GIVES A FOLK-SONG CONCERT FOR HIS DAUGHTER HELGA AND FOUR OF HIS PET GOATS IN THE PARLOR OF HIS HOME ON LAKE MICHIGAN SAND DUNES

In the sense that all poetry is music, every poet is a singer. But rare is the poet with the vocal equipment to transmute his rhythms into living song. One who has it, and uses it joyously, is Carl Sandburg. Last month Sandburg was 60. For a birthday present the King of Sweden, proud of this grandson of Sweden, gave him the Royal Order of the North Star. As his birthday present to the world, Musicraft published an album of American folk songs (four records, \$4.50) superbly rendered by Carl Sandburg and what he calls his "git-tar."

In a deep, twangy baritone suggesting a cowboy Paul Robeson, the poet sings *The Good Boy* (opposite page) and seven other sad and funny songs including a version of Casey Jones called *Mama Have You Heard the News?*:

"Mama, mama, mama, have you heard the news?
Daddy got killed on the C-B and Q's.
Shut your eyes and hold your breath.
We'll all draw a pension on papa's death.
On papa's death, on papa's death,
We'll all draw a pension on papa's death."

Born in Galesburg, Ill., Carl Sandburg drove a milkwagon at 13, rode west on the freights at 17, pitched hay on the Kansas prairies, washed dishes in a Denver hotel, shined shoes in a barbershop, painted houses, fought Spaniards in Puerto Rico, studied at Lombard College. His first poem appeared obscurely in *Poetry* in 1914. It was called *Chicago*, and it called Chicago:

"Hog-butcher for the World,
Tool Maker, Stacker of Wheat,
Player with Railroads and the Nation's
Freight Handler."

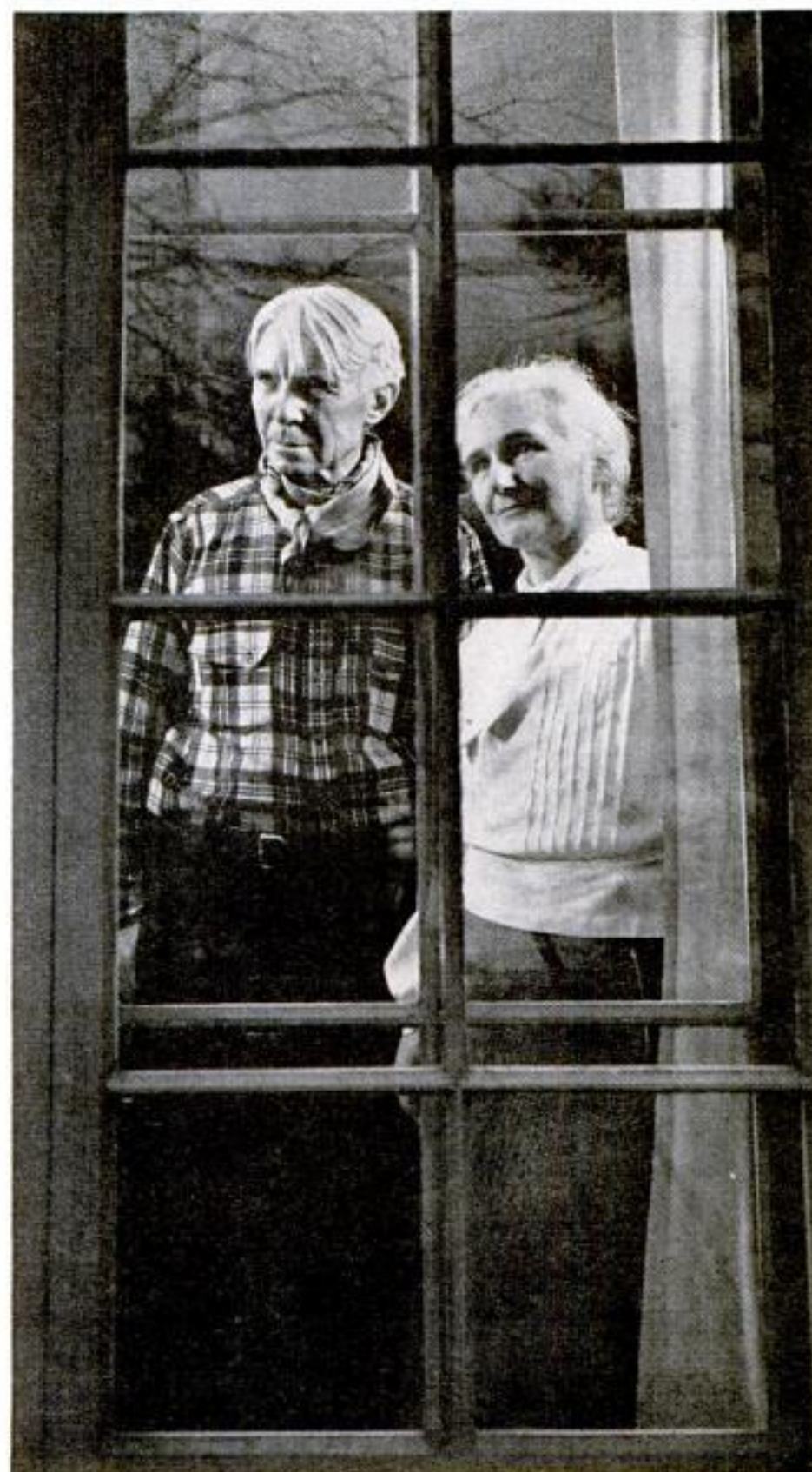
Chicago was vexed, but the nation cocked an ear to this virile new voice. More poems (*Corn Huskers*, *Smoke and Steel*, *Slabs of the Sunburnt West*), American fairy tales (*Rootabaga Stories*) and a colorful biography (*Abraham Lincoln: The Prairie Years*) established Sandburg in the front rank of American writers. Great lover and champion of common people, his writings are as tough and tender, as noisy and lyrical as their inspiration. His latest book of verse is a rousing affirmation of his democratic faith: *The People, Yes*.

Gray-maned Sandburg now lives with his sweet-faced wife (right), sister of Photographer Edward Steichen, on Lake Michigan's sand dunes at Harbert, Mich. He is nearing the end of his Lincoln biography which will total six volumes. Every year he takes his bellshaped "git-tar," swings across the country lecturing, singing, listening. The folk songs he has collected in a lifetime of wandering were published in 1927 as *The American Songbag* (Harcourt, Brace, \$4.00). One which he has just recorded:

"Old Bill Jones had two daughters and a song,
One went to Denver and the other went wrong.
His wife she died in a poolroom fight,
Still he sings from mornin' to night."

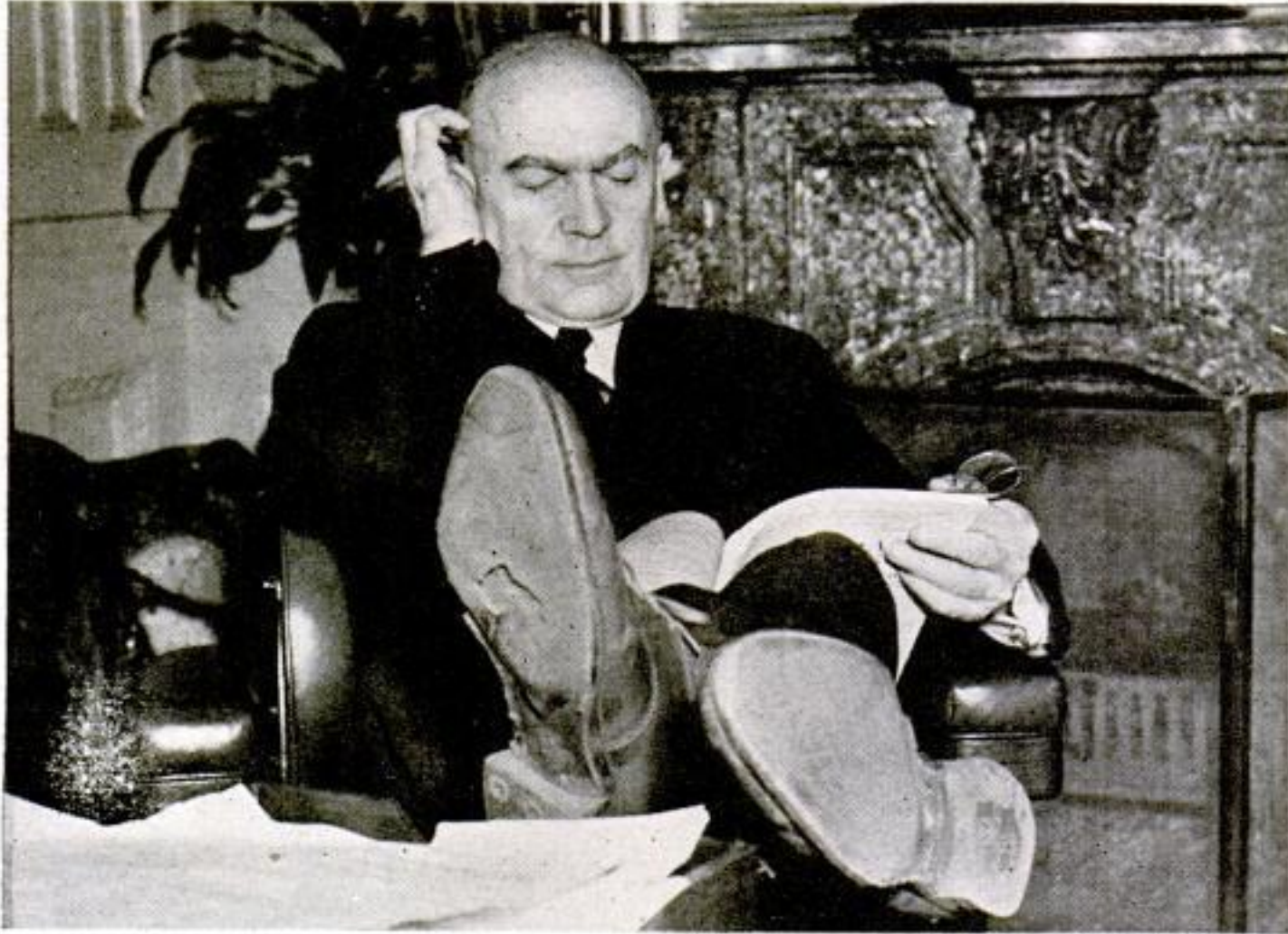
Oh, when I die, take my saddle from the wall,
Put it on my pony, lead him out of his stall.
Tie my bones to his back, turn our faces to the West,
And we'll ride the prairie that we love the best."

Carl Sandburg, famed as a poet, would rather be known as the greatest living singer of these American songs. A grateful posterity, listening to these records, may well decide that his choice was right.



PEOPLE

The Cameras of the Press, throughout the World, now put these people in the News



Rep. Hatton W. Sumners, chairman of the House Judiciary Committee, put his feet up on his desk, scratched his head over House documents and allowed photographers to take his picture. Next day friends of the Texas Representative were shocked to see a large hole in the sole of his left shoe. Mr. Sumners draws a salary of \$10,000 a year.



Usa and Yvonne, two German dancers, are currently interesting Berlin with a curious sort of acrobatic "puzzle-dancing." This picture shows them in a typical pose twined around the head of a husky male partner. Usa and Yvonne claim that they can get themselves so tangled up that puzzle addicts work for hours trying to separate them.



Mrs. Vera Georgia Parks won a beauty contest held exclusively for bespectacled girls. The event was staged by an opticians' association to disprove Dorothy Parker's famous couplet: "Men seldom make passes at girls who wear glasses." Wife of an airline pilot, Mrs. Parks was wearing glasses when her husband married her. Her prize: a trip to Hollywood on a rival airline.



Sally Sells is a senior-class president at New York's Lincoln High School, an experimental progressive school run by Columbia University in Manhattan. The whole senior class recently descended on Clarksville, Ga., to learn about farm conditions in the South. Sally is learning with the aid of Bella, a cow belonging to Farmer Jock Worley. Sally liked the experience. Bella didn't.



William Z. Foster, chairman of U. S. Communist Party and three-time presidential candidate, returned from Europe on the *Queen Mary*. Reporters found him traveling tourist class, asked him about Europe's future. His answer: "War." The reporters next put their stock question to a first-class traveler, Sir Charles Higham, No. 1 British advertising man. His answer: "No war."



Countess Geraldine Apponyi may soon be the first girl of U. S. descent to sit on a European throne. Bachelor King Zog of Albania has announced their engagement. The Countess is the daughter of Gladys Stewart, once of New York, and a Hungarian count. The Vatican may try to stop the match because Geraldine is Catholic, Zog Mohammedan.



Senators William H. King and Arthur Capper (left to right) tied funny hats on their gray heads and displayed this bosom friendship at a circus party given by the Washington Board of Trade at the Mayflower Hotel. Capper is a Republican from Kansas, King an anti-New Deal Democrat from Utah. Both are bored by the filibuster which has stalled the Senate for the last six weeks.



Elaine Waaler, aged five months, of Copenhagen, is running up a record for sea travel. When Elaine was a month old she and her mother were taken aboard the Danish freighter *Hoegh Silverstar* by her father, Skipper E. R. Waaler (above). Elaine has crossed the Atlantic four times, recently put in at Seattle. Her next port of call: Manila.

FERDINAND, THE BULL WHO LOVES FLOWERS, IS NOW A GROWNUPS' HERO



Ferdinand's father is Munro Leaf, shown here Feb. 7 in Bermuda lecturing on his famous brain child to the stu-

dents of Wildcliff Junior College of Swarthmore, Pa., which holds a five-week winter session on that Atlantic island.

The No. 1 animal of 1938 will almost certainly turn out to be Ferdinand, a bull who loves to smell flowers. Ferdinand is the hero of a children's book, *The Story of Ferdinand*, written by Munro Leaf and illustrated by Robert Lawson. Published by Viking Press (\$1) in September 1936, *Ferdinand* started out well, selling 14,000 copies by year's end. In 1937, 68,000 copies were sold. And now, with the book a year and a half old, sales have suddenly and amazingly begun to zoom. More than 3,000 copies a week are being sold and *Ferdinand*, the greatest juvenile classic since *Winnie the Pooh*, has been taken up in a big way by adults. Three out of four grownups buy the book largely for their own pleasure and amusement. All this may be only the beginning because Ferdinand has been acquired by the greatest animal creator of his time, Walt Disney.

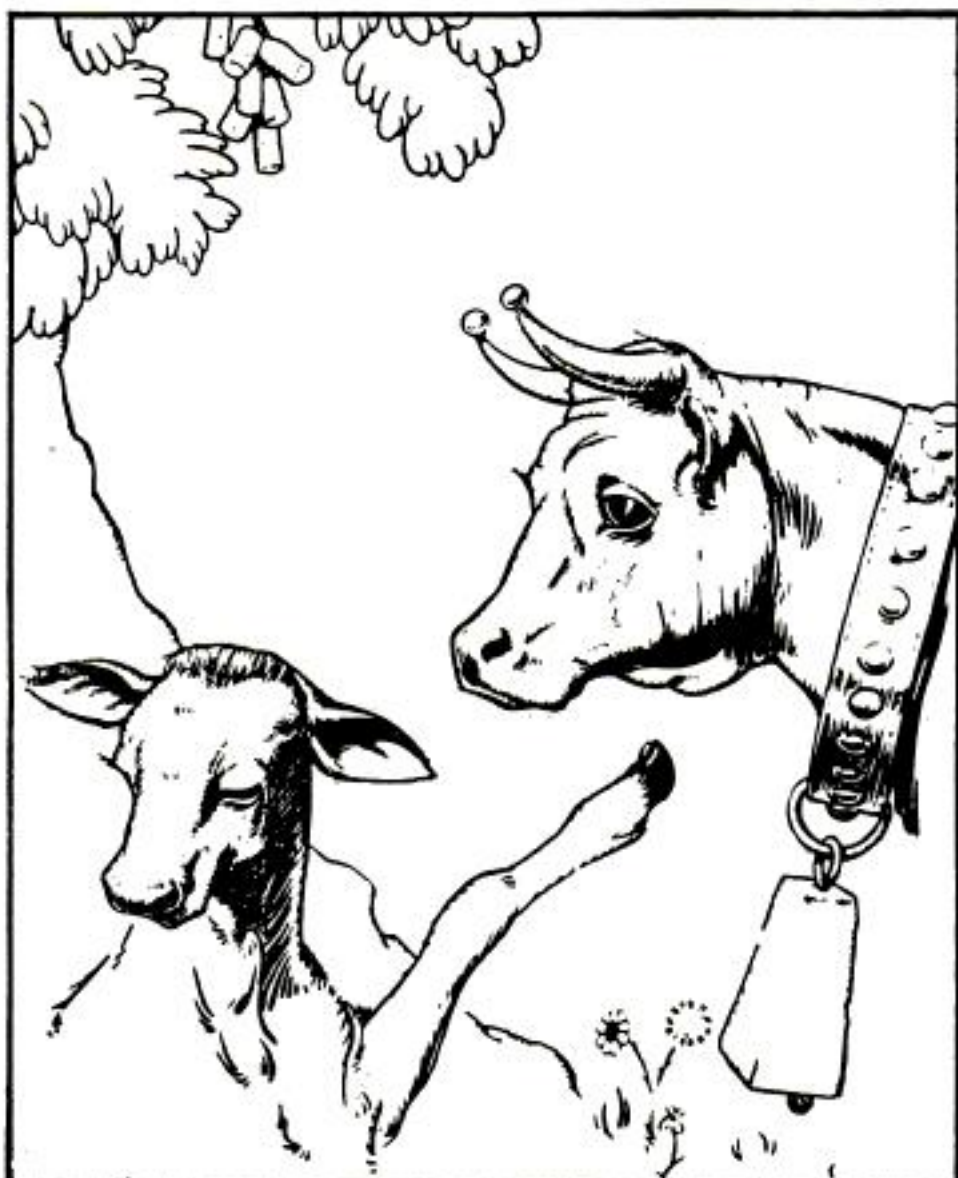
This spring, Disney will present Ferdinand in a Silly Symphony, patterning his bull closely after the original by Robert Lawson, who is not only an illustrator but also a fine etcher. Meanwhile, Carmen Lombardo, brother of Band Leader Guy, is planning a song about Ferdinand. Mr. Leaf is being accused of having created a political symbol. Too-subtle readers see in Ferdinand everything from a fascist to a pacifist to a burlesque sit-down striker. On these pages are highlights from Ferdinand's biography.



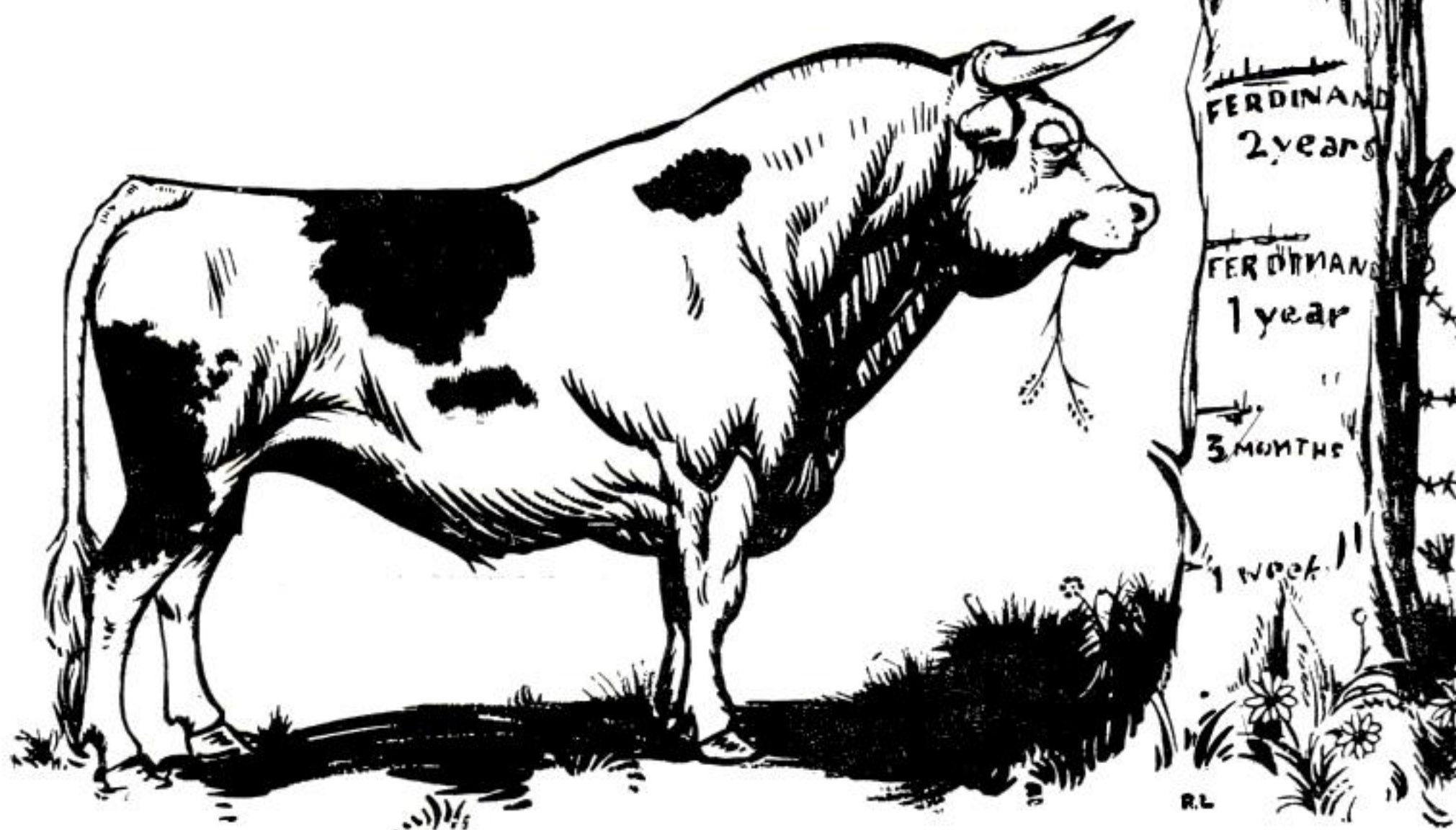
1 Ferdinand was a bull who once upon a time lived in Spain. Even when he was a little bull, he loved flowers.



2 While the other little bulls jumped and butted each other, Ferdinand sat under a cork tree, smelling flowers.

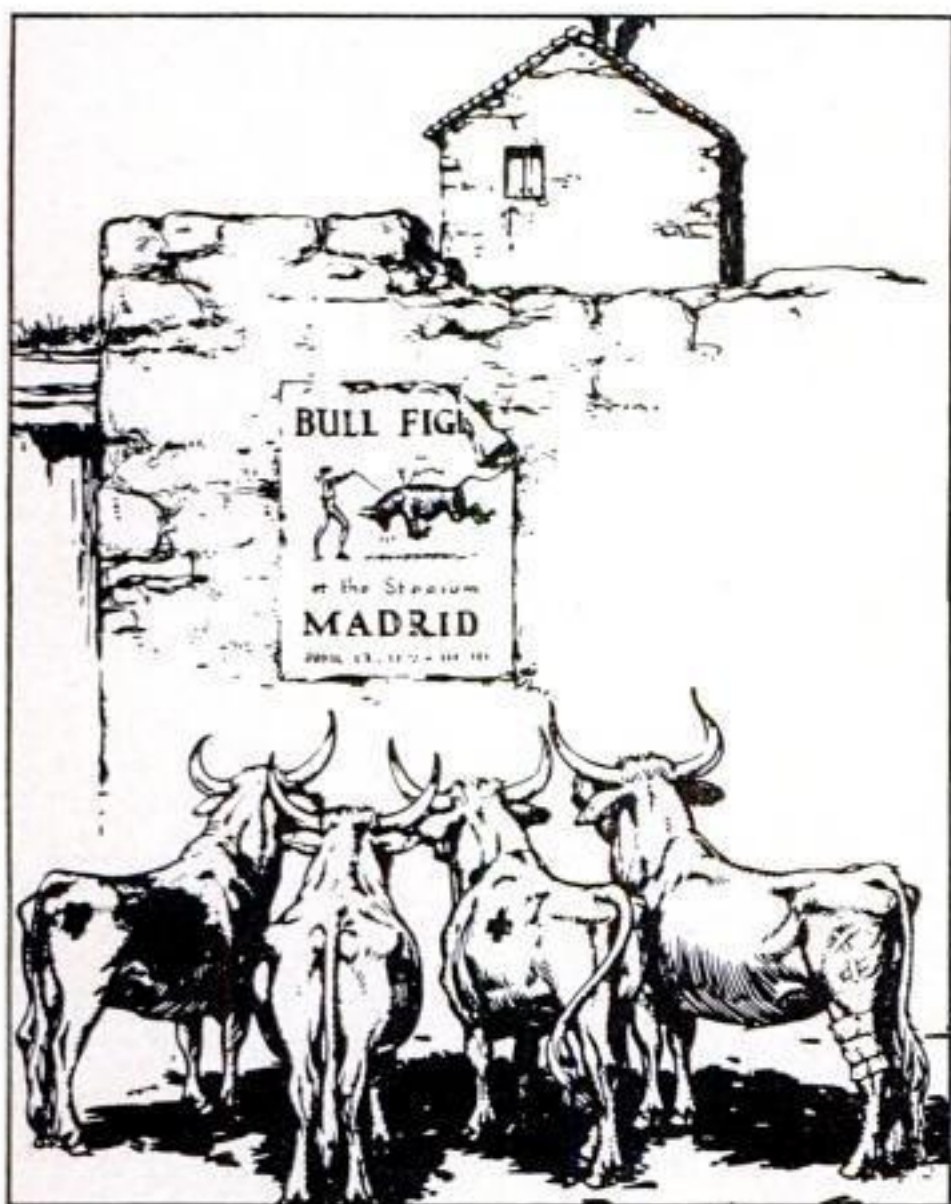


3 His mother asked why he didn't play like all the other little bulls. "I like it better here," Ferdinand replied.



4 His mother realized that her son was different and very wisely left him alone. Ferdinand grew up to be

a big strong bull content to sit quietly and smell flowers. When he was about two years old, something happened.



5 There was to be a bullfight in Madrid. All the bulls hoped they would be chosen to fight. But not Ferdinand.



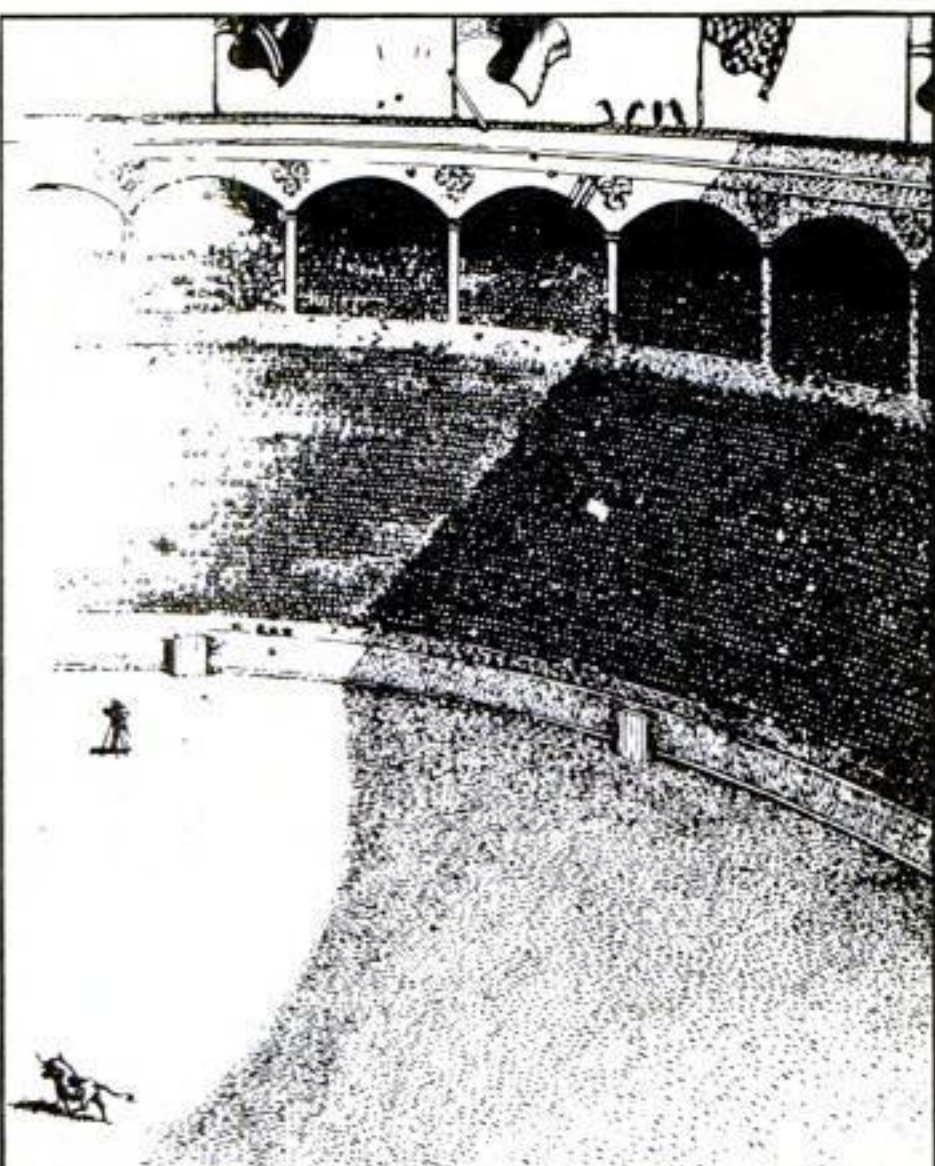
6 When men came to pick the fiercest bull, the other bulls cavorted furiously. Ferdinand went off to sit down.



7 Incautiously he sat down on a clover on which was a bee. The bee stung Ferdinand. This is how he reacted.



8 He looked so much fiercer than the other bulls that he was chosen to fight, and billed as "The Ferocious Bull."



9 Day of the fight, Ferdinand pranced out into the arena, which was filled with ladies with flowers in their hair.



10 Out in the middle of the ring, Ferdinand saw the flowers. He sat down and smelled and refused to fight.



11 So they carted Ferdinand home in disgrace. There he still sits quietly under a cork tree, smelling flowers.



Ferdinand on a float won a first prize for Santa Barbara at the Tournament of Roses in Pasadena, Calif., New Year's

Day. Fashioned of white pompons and red chrysanthemums, he was shown sniffing a pansy, ignoring the matador.

THE CAMERA OVERSEAS: BRITISH MILL GRINDS IN MEDITERRANEAN, SINGAPORE, ARABIA

House of Commons look at world

When the British House of Commons meets, as it met on Feb. 1 after a Christmas recess, it has the whole wide world for a headache. British planes had just bombed Arabs in Palestine. British officials were watching the assembling of a congress of troublesome subjects in India. A rinderpest plague was sweeping cattle in eastern Africa. The Government was protesting changes made in the North China tariffs by the Japanese conquerors. Progress was being made in a trade treaty with the U. S.

In England's curious government by ministries, Prime Minister Neville Chamberlain and his colleagues on the Conservative Government bench over and over told inquisitive M.P.s Feb. 1, "The matter is under consideration; no statement at present."

Too hot for such dismissal was the bombing by Spanish Rebel planes of a British freighter, *Thorpe-ness*, at its Tarragona dock in Loyalist Spain, killing four seamen, shown being buried below. Worse still was the apparent torpedoing Jan. 31 of a British freighter, *Endymion*, which sank in five minutes in British-patrolled Spanish waters, drowning three Britons. Foreign Secretary Eden admitted that the Mediterranean piracy patrol had just been relaxed, promised to bring it back to full strength.

Not too hot for discussion was the propaganda war Italy is waging against British rule in the Near East (LIFE, Feb. 14). But on Feb. 4, Queen Mother Mary's brother, the Earl of Athlone (*opposite page*), sailed for Saudi Arabia to make good will and Italians protested against this kind of "propaganda."

To a suggestion Feb. 10 that Germany's Field Marshal Hermann Göring visit England, Laborite members predicted there would be a row. "Why?" shouted Conservatives. "Is the Minister aware," asked Communist M. P. Gallacher, "that Marshal Göring is soaked in blood?" (*Pandemonium.*)

Other M. P.s attacked the chief Co-ordinator of British war defense, Sir Thomas ("Honest Tom") Inskip (*far right*), because he was not storing up enough food for a wartime siege. Sir Thomas replied it would cost too much.

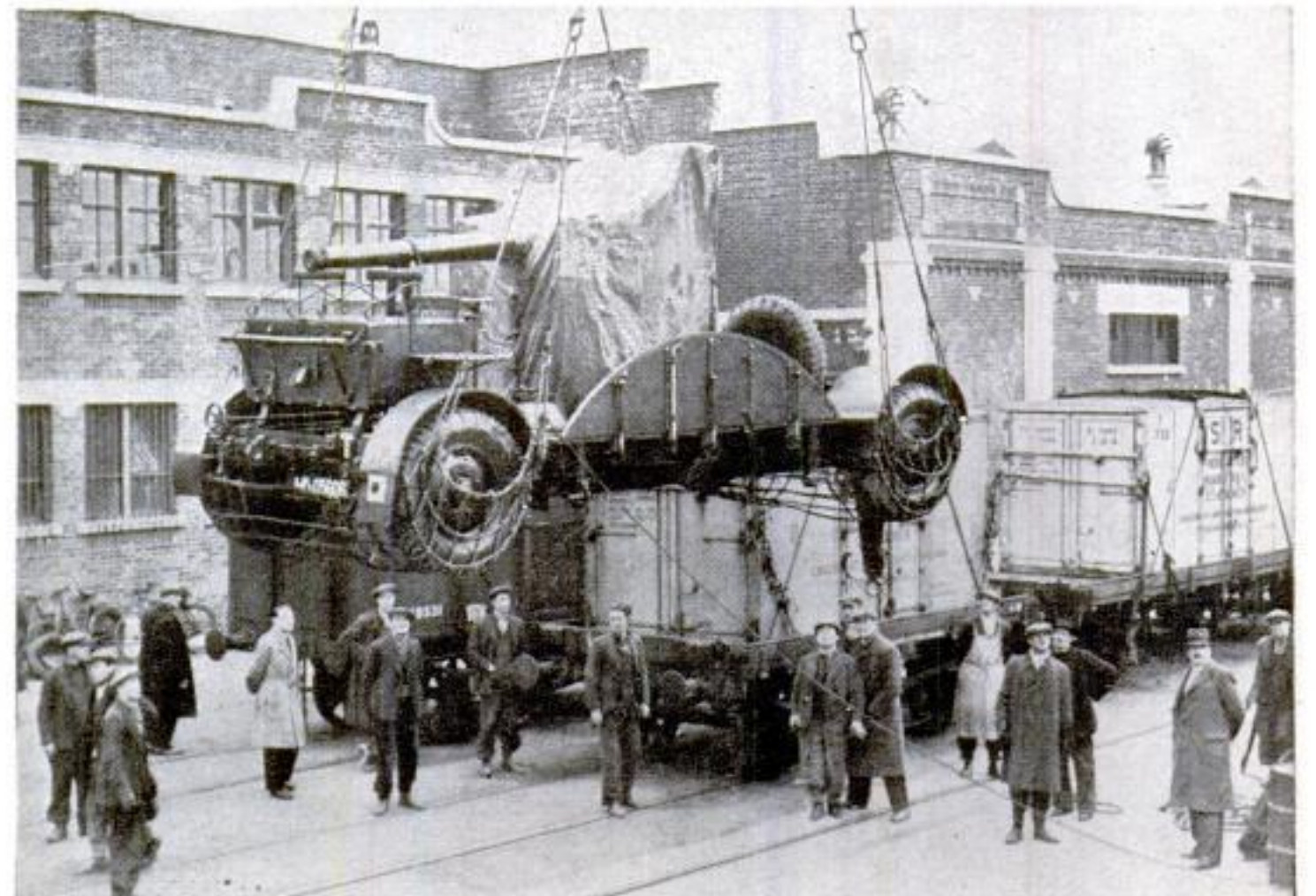
And on the other side of the world, at Singapore, Britain on Feb. 14 uncovered its ace in the hole against Japan, a great naval base, formally opened the world's second biggest graving dock (*opposite page*).



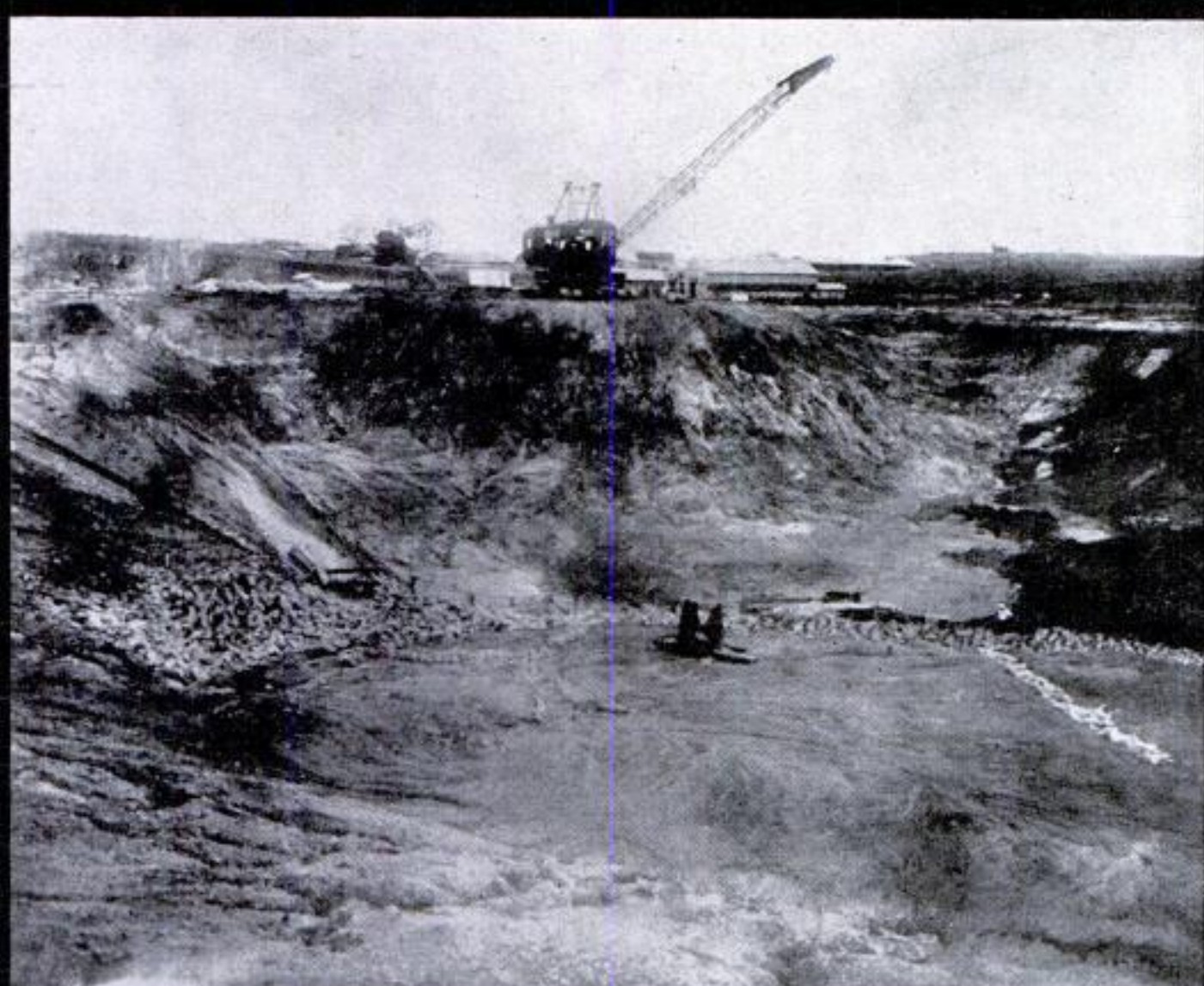
BRITAIN'S GOUTY PRIME MINISTER CHAMBERLAIN CLEARS ANOTHER WALL



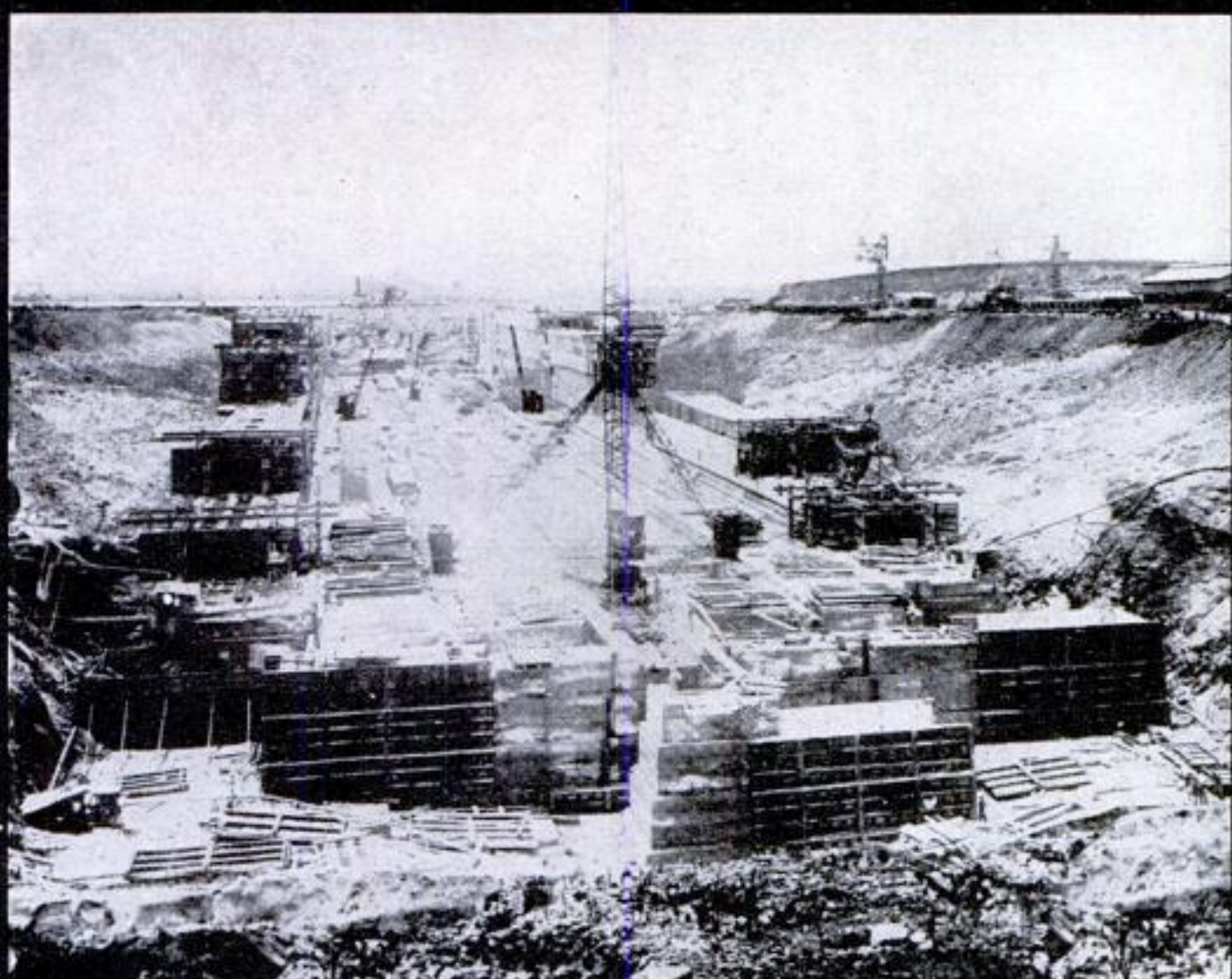
Coffins of the crew of a British freighter bombed by the Rebels at Tarragona dock were honored Jan. 22 by Loyalist marines and British Laborite M.P.s visiting Loyalist Spain.



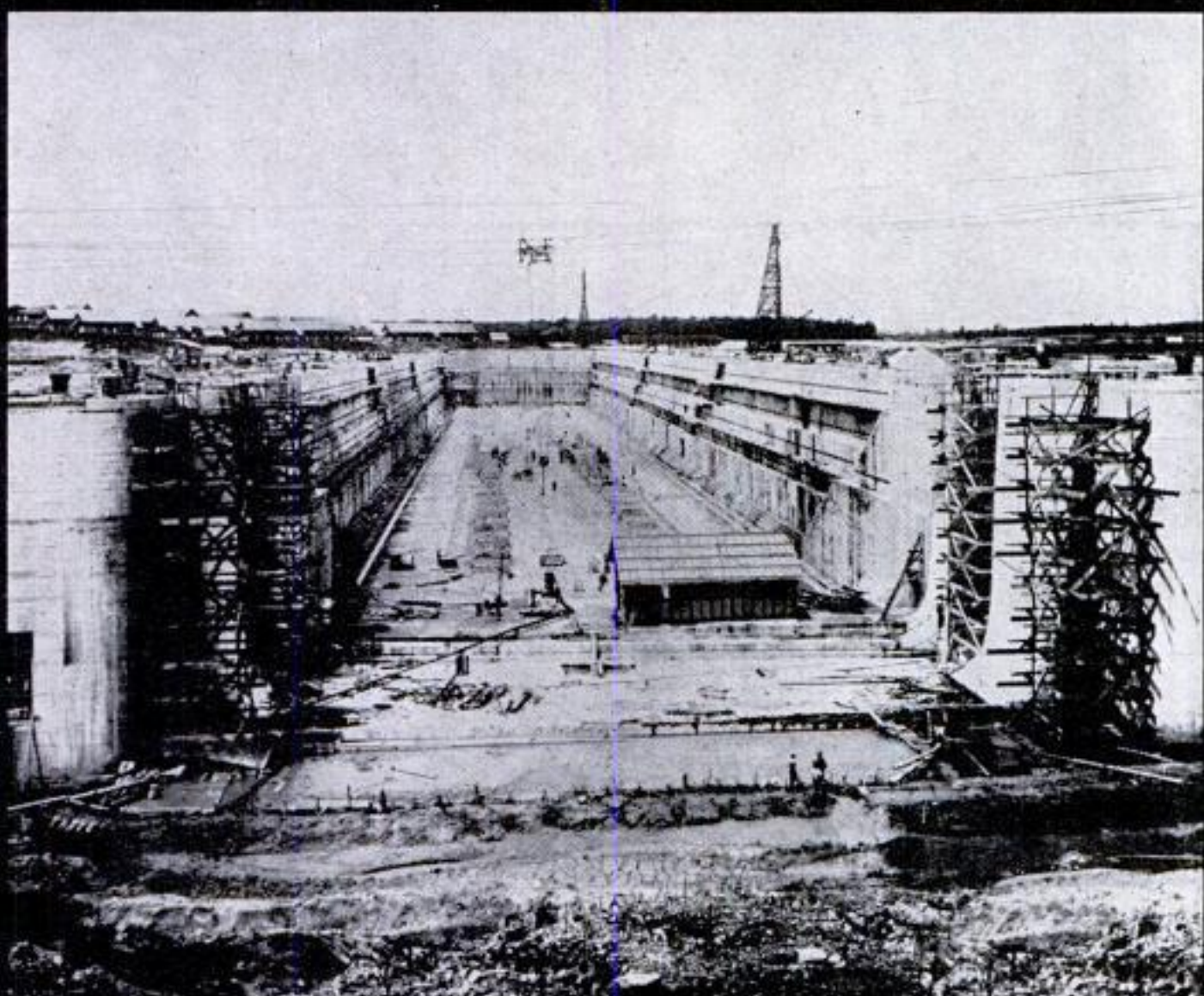
More motorized anti-aircraft guns were shipped Feb. 3 to the Mediterranean stations of Britain's fleet, on the H.M.S. *Itinda*, from Southampton. Ostensible enemy is Italy.



1930: DREDGES STARTED DIGGING HOLE 1,000 FT. LONG, 130 FT. WIDE, IN MALARIAL, SWAMPY BLACK MUD IN SINGAPORE JUNGLE



1933: 5,000 HUGE PILES, REINFORCED CONCRETE, SCOTCH AND MALAY GRANITE MARKED OUT THE GIGANTIC GRAVING DOCK



1934: LAST PICTURE RELEASED SHOWS DOCK FOR BIGGEST SHIPS. IT CAN BE FILLED WITH 68,000,000 GALLONS IN A DAY



The Earl of Athlone and his wife set sail for Saudi Arabia Feb. 4 to make certain the most potent Arab, King Ibn Saud, does not mind Britain's war against Arab terrorists in Palestine.



Conservative anti-Fascists favor testy, pious, 210-lb. Minister for Co-ordination of Defense Sir Thomas Inskip (right) for next Prime Minister, shown with his assistant, Lord Apsley.



THE CAMERA OVERSEAS: THE GERMANS MADE AN EPIC OF THE OLYMPICS



LENI RIEFENSTAHL

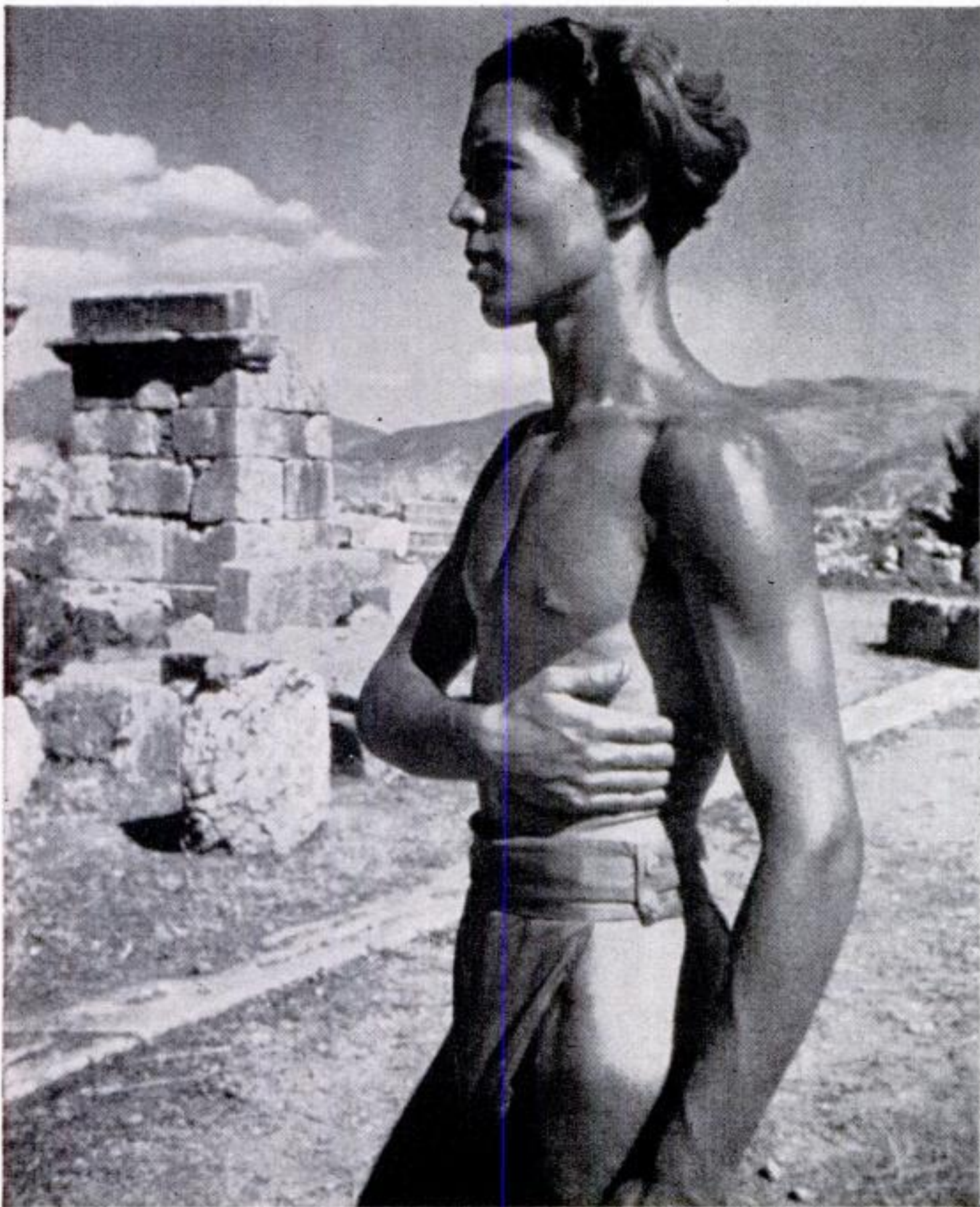
Adolf Hitler knew in advance that he would want the 1936 Olympics immortalized. Germany had been cheated out of the 1916 Olympics by the World War. And the modern Olympics fitted in beautifully with the Nazi philosophy of the body beautiful, the fun of winning and the Aryan race. For these reasons Hitler spent \$7,000,000 making the 1936 Games a credit to Germany. And Germany won 33 firsts (mostly in minor events) to win the Games unofficially.

To record all this fittingly, Hitler assigned the job of photographing the Olympics to strapping Cinemactress Leni Riefenstahl. Her 100 cameramen took 1,300,000 feet of film. Ever since, she has been cutting and fitting this mass of material into two full-length movies, *Olympia I* or *Festival of the Nations* and *Olympia II* or *Festival of Beauty*. Sometime next month the Olympic movie will be

shown in Berlin, released later in English, French, Italian and Spanish versions. The first pictures from this gigantic propaganda effort are shown on these pages.

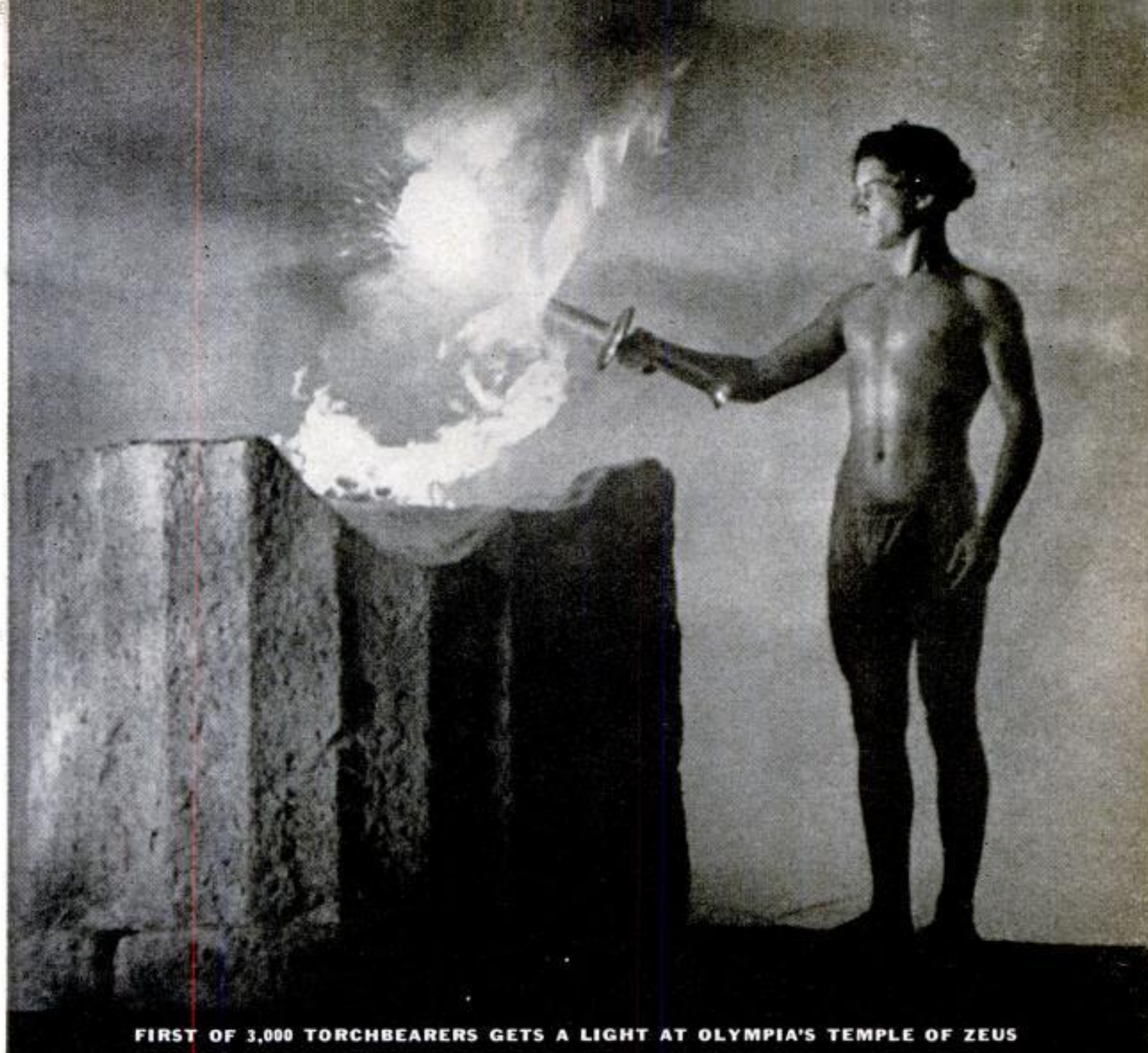
To right and left are some of the more than 3,000 runners who carried stainless steel Krupp torches from Olympia in Greece, scene of ancient Olympics, to the Berlin Olympic Stadium. Runners from the countries along the 1,900-mile route to Berlin took the torches through a howling thunderstorm on Mount Olympus, through the wild back country of the Balkans, through Sofia, Belgrade, Budapest and Prague, running 3,000 feet apiece. Only one torch went out.

The monster equipment set up for the Olympics was later put to use as a military school and barracks for officer material in the German Army. On Feb. 11, 1938, the German Army was wildly rumored to be in revolt against Adolf Hitler.



A Greek runner, one of 1,108 Greeks to run 1,000 yards apiece to the Greek border, takes the Olympic oath before a Greek Orthodox priest in the tiny Greek village of Olympia.

CONTINUED ON NEXT PAGE

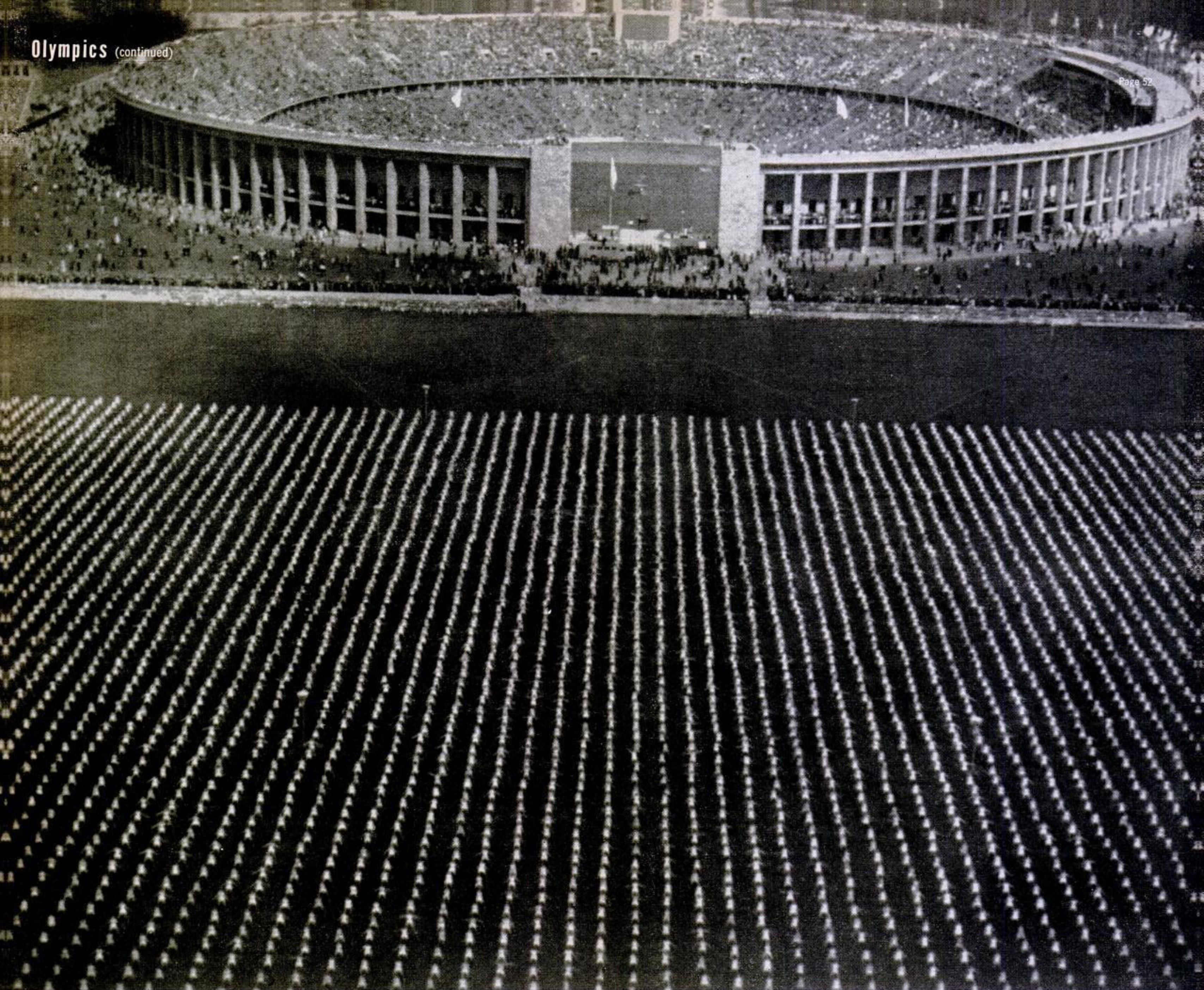


FIRST OF 3,000 TORCHBEARERS GETS A LIGHT AT OLYMPIA'S TEMPLE OF ZEUS

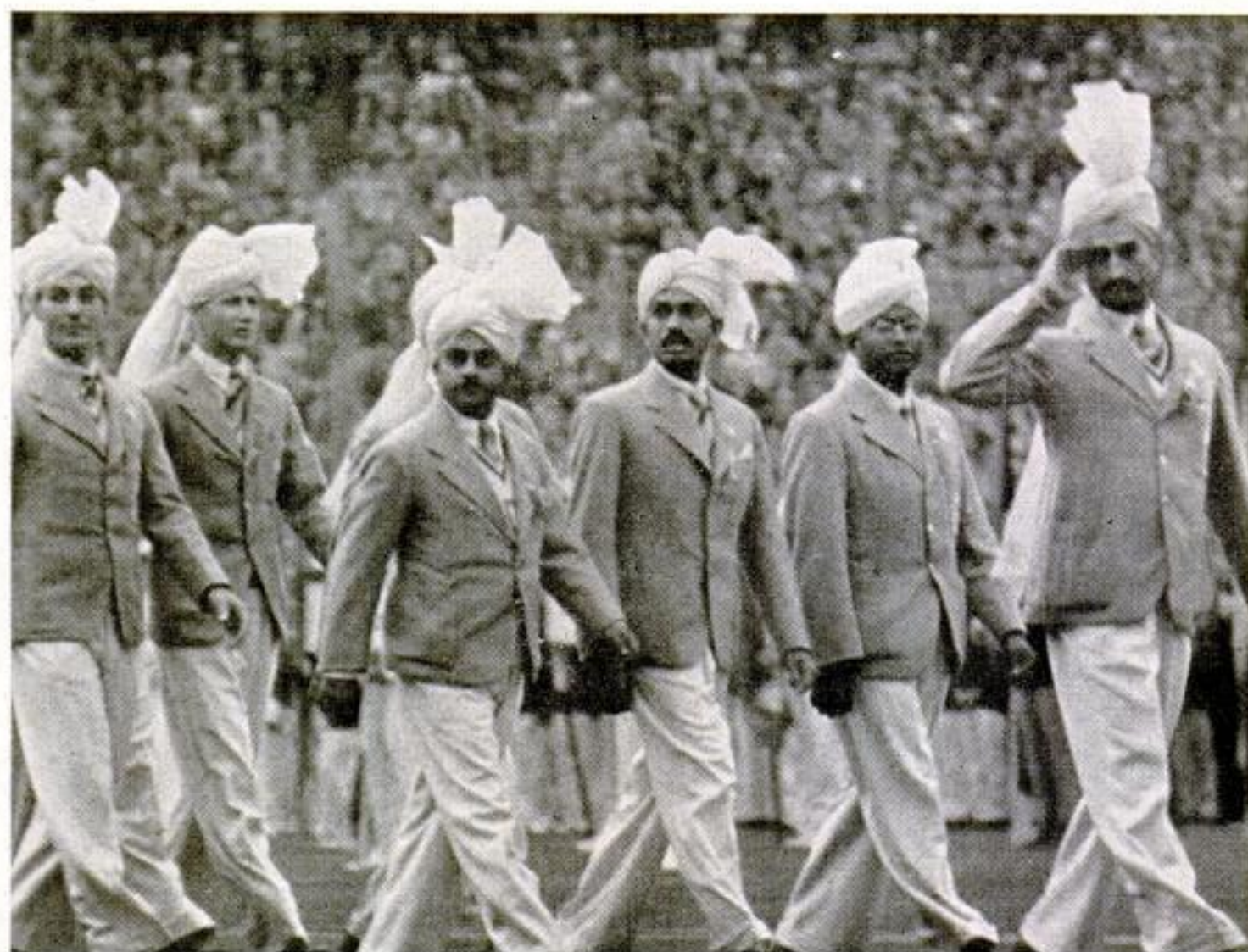


THE TORCH SKIRTS THE AEGEAN SEA (ABOVE), REACHES THE OLYMPICS (BELOW)





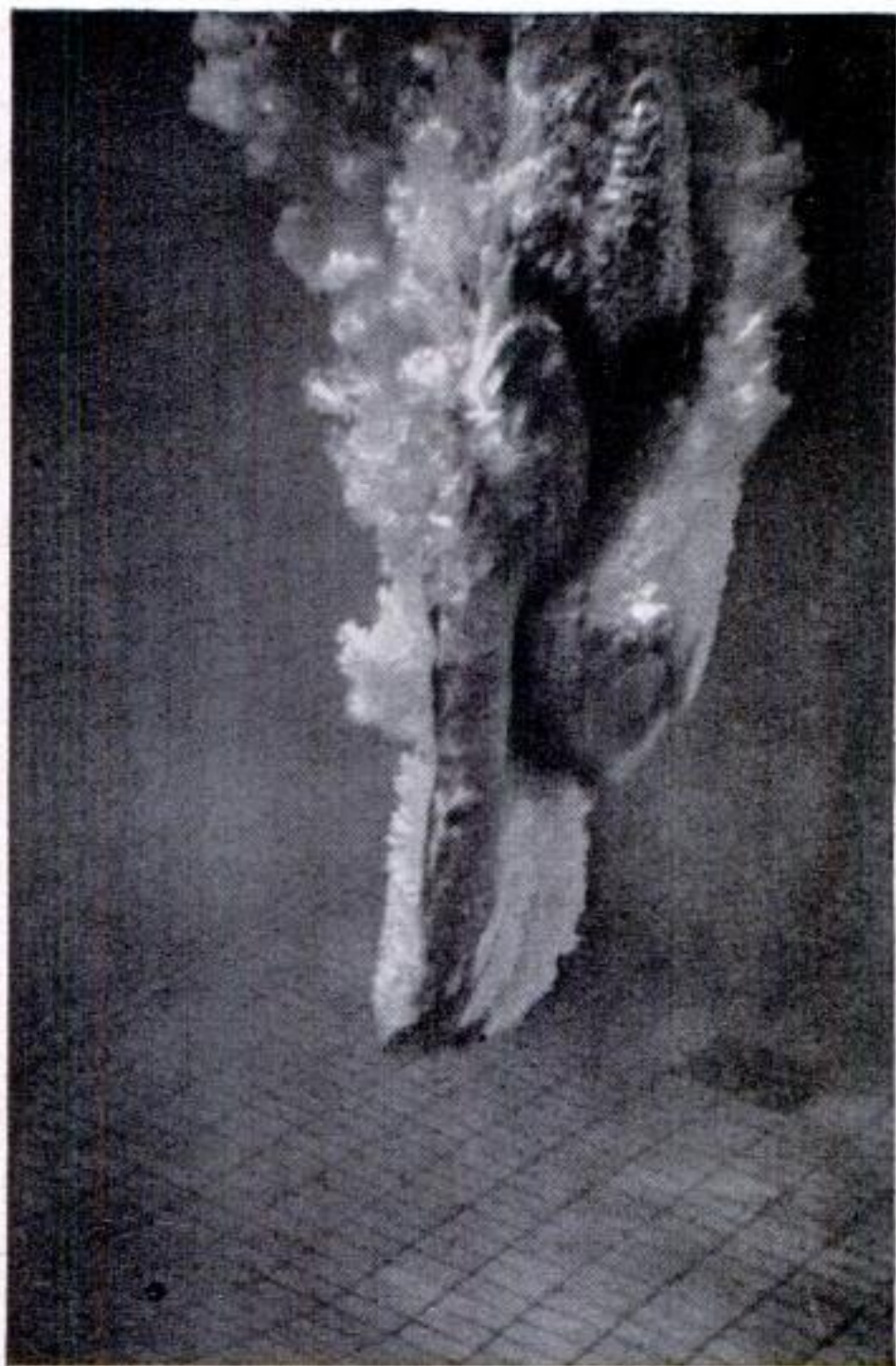
FOUR THOUSAND YOUNG ATHLETES LINE UP IN THE 25-ACRE MAY FIELD, WITH THE OLYMPIC STADIUM FOR FIELD AND TRACK EVENTS IN BACKGROUND



Hindu team, wearing rose-colored turbans, march into the Olympic Stadium (*top*), salute the Führer. They were surprisingly good at field hockey, also placed in Graeco-Roman wrestling.



English women arrive with the free arm-swinging of the English. They tied for one first (high jump), while their menfolk added four firsts to place tenth in unofficial totals.



Underwater photography by ubiquitous cameramen produced this amazing bubble picture of a man diving into a pool.



Japan's great triumph, victory in the classic Greek event, the 26-mile marathon, was won by a tiny Korean, Kitei Son.



German Policeman Hein won hammer throw and a promotion by whirling hammer 185 ft. 4 $\frac{1}{16}$ in., an Olympic record.

THROUGH EARLY MORNING MIST OLYMPIC RUNNERS PRACTICE ALONG THE SHORE OF THE LITTLE LAKE IN THE OLYMPIC VILLAGE



THE CAMERA OVERSEAS: THE CHINESE CONSIGN TO HIS ANCESTORS ONE SMALL CITIZEN



Wartime burial of a Chinese child whose parents were prosperous enough to buy him shoes. Other dead (notice foot in left foreground) lie under woven-straw matting. Coffins are

piled in rear. Nobody dawdles at this work. China's Generalissimo Chiang Kai-shek and 400,000 soldiers are trying to hold off some 140,000 Japanese striking from north

and south to unite their armies, drive Chiang inland or destroy his whole force. Standout career open to the homeless young Chinese now is guerrilla warfare against the Japanese.



"I'll have to pay double the rent for another place"

He had secured one of the best locations in town . . . at a "depression" rental. As values increased, he congratulated himself on having a bargain lease. But, he reckoned without a clause allowing the landlord to cancel the lease in case of serious damage to the property. His rental advantage could have been protected by Leasehold Interest Insurance . . . against fire and, also, wind-storm, explosion and sprinkler leakage.



YOU may not have insurable interest in a lease, but are you in other ways risking financial loss from which insurance would protect you?

You can easily find out . . . by combining your knowledge of the conditions peculiar to your own business with the advice of an

insurance expert. To discover just one dangerous weakness in your protection program will make a check-up of your policies well worth while.

A North America Agent, or your broker, will gladly give you the benefit of his experience without obligation . . . and, if you

need additional protection, obtain the proper policy for you. Consult him as you would your doctor or lawyer.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

North America Protection

includes practically every form of insurance except life. Some of the many coverages are:

- FIRE • EXPLOSION • WINDSTORM**
- RIOT and CIVIL COMMOTION**
- AUTOMOBILE • AUTO. PROPERTY DAMAGE**
- PROSPECTIVE EARNINGS (Use & Occupancy)**
- RENTAL VALUE • RENTAL INCOME**
- SPRINKLER LEAKAGE • PLATE GLASS**
- PARCEL POST • SALESMEN'S SAMPLES**
- MERCANTILE OPEN STOCK BURGLARY**
- MERCANTILE SAFE BURGLARY**
- MERCHANTS' PROTECTIVE (Blanket Coverage)**
- EMPLOYER'S LIABILITY**
- ELEVATOR LIABILITY**
- FIDELITY and SURETY BONDS**

North America Group Agents

Nation-wide representatives of INSURANCE COMPANY OF NORTH AMERICA and its affiliated companies: INDEMNITY INS. CO. OF NORTH AMERICA THE ALLIANCE INS. CO. OF PHILA. • PHILADELPHIA FIRE & MARINE INS. CO. • NATIONAL SECURITY FIRE INS. CO. • CENTRAL FIRE INS. CO. OF BALTIMORE

★ ★ ★ HENNESSY COGNAC BRANDY



HENNESSY-and-SODA

1 Wineglass Three-Star Hennessy
3 ice cubes Plain soda water

You, too, will find keen enjoyment in this delightfully "different" highball . . . Hennessy-and-Soda. Long popular abroad, it is increasing in favour among Americans. In fact, the quality, bouquet and "clean" taste of Three-Star Hennessy, as a liqueur, have led to a preference for the many brandy mixed drinks that are made so palatable with Hennessy.

Insist on HENNESSY in a

Side Car • Stinger • Mint Julep • Pousse Cafe • Brandy Flip • Brandy Cocktail • Brandy Sour • Brandy Daisy • Brandy Fizz • Old-Fashioned

Distilled and bottled at Cognac, France. JAS HENNESSY & CO Established 1765
SOLE U. S. AGENTS: Schieffelin & Co., NEW YORK CITY • IMPORTERS SINCE 1794

LIFE'S PICTURES



While the charming lady shown on page 59 at the Flood Party busied herself reciting her original poem, her husband busied himself photographing his wife and the party for LIFE. He is Harold Rhodenbaugh (above), roto-gravure editor of the Louisville *Courier-Journal*, who has also been, in his 36-year lifetime, a student at University of California, feature writer and illustrator for Boise's *Idaho Statesman* and the Salt Lake City *Tribune*, and picture editor of the Washington (D.C.) *Post*.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 4—CHARLES PETERSON
- 5—KEN JONSON, DARREL MC DOUGLE—"PETE" CULROSS—PETER STACKPOLE, JAKE CHENSHAW-BIRMINGHAM NEWS
- 7—PATHE NEWS
- 11—P. L.—*courtesy* N. Y. PUBLIC LIBRARY
- 12—DR. ERICH SALOMON—P. L.—P. L.
- 13—P. L. A. P., MONKMEYER PRESS PHOTOSERVICE—W. W., THREE LIONS, A. P.—THREE LIONS, W. W., EUR.—*bot. rt. EUR.*
- 14—ACME—NEW ORLEANS ITEM-TRIBUNE—A. P., W. W., GOLDEN GATE INTERNATIONAL EXPOSITION
- 15—OTTO HAGEL
- 16—THOS. D. MCAVOY—ACME
- 17—OTTO HAGEL
- 18—A. P., MAX G. FUNKE—W. W.—ACME
- 19—A. P.—JAMES CHRISTIAN, W. W.—ACME—*bot. rt. A. P.*
- 20—A. P., DE PALMA from B. S.—JOHN SHAW BILLINGS
- 21—DE GROOT PHOTO ext. t. (2) DE PALMA from B. S.
- 22, 23—PETER STACKPOLE
- 24—1st row far rt. TOBIAS MOSS from THE AMERICAN HISTORICAL SOCIETY INC.; 2nd row lt. and rt. W. W.; 3rd row INT., ACME, INT.; 4th row INT., W. W., ACME, A. P.; 5th row ACME A. P., INT.; *bot. rt. FAIRCHILD AERIAL SURVEYS INC.*
- 25—PETER STACKPOLE
- 26—PETER STACKPOLE—FAIRCHILD AERIAL SURVEYS INC.
- 27, 28, 29—PETER STACKPOLE
- 30—W. W., PAVELLE-JACOBS—ACME—A. P., ALFREDO VALENTE
- 31, 32, 33, 34—GRAY-O'REILLY
- 35—M-G-M PHOTO by LAZZO WILLINGER
- 36, 37—M-G-M
- 39—EISENSTAEDT-PIX ext. t. lt. A. P.
- 40—EISENSTAEDT-PIX
- 42, 43—BERNARD HOFFMAN
- 44—T. H. ACME—A. P.
- 45—INT., © E. N. A.—INT., ACME
- 46—ILLUSTRATIONS by ROBERT LAWSON from "FERDINAND" by MUNRO LEAF, *courtesy* VIKING PRESS ext. t. lt. ACME
- 47—ILLUSTRATIONS by ROBERT LAWSON from "FERDINAND" by MUNRO LEAF, *courtesy* VIKING PRESS ext. *bot. rt. A. E. ARNOLD*
- 48—A. P.—A. P., ACME
- 49—P. L., ext. t. rt. A. P.
- 50, 51, 52, 53—EXCLUSIVE OLYMPIA FILM-PIX
- 54—P. L.
- 58, 59, 60—HAROLD RHODENBAUGH
- 62—T. and cen. lt. KNIGHTS STUDIO—*bot. rt. MORRIS STUDIO*

ABBREVIATIONS:—BOT., BOTTOM; CENT., CENTRE; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; INT., INTERNATIONAL; M-G-M, METRO-GOLDWYN-MAYER; P. L., PICTURES INC.; W. W., WIDE WORLD.



ONE SECOND TO GO. March of Time's Conductor Howard Barlow ready at 7:59:59.

THE MARCH OF TIME

—radio's reenactment of the exciting, sometimes humorous, always memorable news of the week. The MARCH OF TIME on the air, is presented by the editors of TIME and LIFE—over N B C Blue Network—

at 8 o'clock (E. S. T.) EVERY THURSDAY NIGHT

JANE DARLING—

How can I ever thank you enough for suggesting Cuticura Soap and Ointment for my blackheads and coarse pores. These beauty-robbing faults don't last long once Cuticura gets to work. The whole family uses it now. Always, Mary. Soap 25¢. Ointment 25¢. FREE sample. Write "Cuticura", Dept. 42, Malden, Mass.

COLORADO BLUE SPRUCE
(*PICEA PUNGENS*)
100 SEEDS 25¢

Think of it! 100 "True Blue" Evergreen seeds for only 25¢. Plant now in pots, or outdoors in spring. Instructions Free. Also new 64-page Seed Catalog. Order Now. E. Andrews Frew, Sta. 444, Paradise, Pa.

MEET THE JACS FAMILY
SO SMART, SO USEFUL
Knitted LASTEX Jacs protect furniture, rugs, and apparel from spilled, dripping liquids. Make damp glasses pleasant to hold. Wash and iron!

HI-JACS for glasses. Wide choice of patterns, designs of wide or narrow stripes. Large color range. Folders with four stripe designs 60¢. Folders with 8 in patterns \$1.50. Packages of 12, \$2.00.

LO-JACS for stemware. Solid colors: red, green, blue & gold. Box of 4, 75¢. Box of 6, \$1.50. Smart stores sell JACS or mailed direct. Send for FREE style folder.

Coverknit, Inc. 3908-18 Frankford Ave., Phila., Pa.

The Morning After Taking Carter's Little Liver Pills

(Continued) *Introducing* TO LIFE's READERS LIFE's 1938 ADVERTISERS*

[[This report continues a series introducing to
LIFE's readers some of LIFE's 1938 advertisers.]]

I. E. S. BETTER SIGHT LAMP MAKERS: "We are in LIFE again because of definite results we have obtained—splendid inquiries, and unsolicited congratulations from dealers and salespeople."

—Agency, Foster & Davies, Inc.

IMPERIAL FURNITURE COMPANY: 1937 LIFE advertiser continuing.

—Agency, Oliver A. Wallace, Inc.

INSURANCE COMPANY OF NORTH AMERICA: "Reaction to our advertising in LIFE was more than ordinary."—Agency, Geare-Marston, Inc.

INTERNATIONAL CELLUCOTTON PRODUCTS CO.: "Life would not be complete without Kleenex and Kleenex would not be complete without LIFE."

—Agency, Lord & Thomas

INTERNATIONAL HARVESTER COMPANY: "LIFE has proved a valuable medium for International Truck advertising. We use LIFE again in 1938, carrying along the good work it did in 1937."

—Agency, Aubrey, Moore & Wallace, Inc.

INTERNATIONAL RESEARCH CORP. (Argus Camera): 1937 LIFE advertiser continuing.

—Agency, MacManus, John & Adams, Inc.

INTERNATIONAL SILVER COMPANY (1847 Rogers Bros.): 1937 LIFE advertiser continuing.

—Agency, Young & Rubicam, Inc.

IRONIZED YEAST CO., INC., THE: A new LIFE advertiser in 1938.

—Agency, Ruthrauff & Ryan, Inc.

JAMESON, WILLIAM & COMPANY, INC. (Irish American Whiskey): "We attribute our extraordinary increase in sales to LIFE."

—Agency, Lawrence Fertig & Co., Inc.

JOHNSON & JOHNSON (Band-Aid): 1937 LIFE advertiser continuing.

—Agency, Young & Rubicam, Inc.

JOHNSTON, ROBERT A. CO. (Candies & Chocolate): 1937 LIFE advertiser continuing.

—Agency, N. W. Ayer & Son, Inc.

KAUFMANN BROS. & BONDY, INC. (Kaywoodie & Yello-Bole Pipes): 1937 LIFE advertiser continuing.

—Agency, H. M. Kiesewetter & Co.

KAYSER, JULIUS & COMPANY (Women's Gloves, Hosiery, Underwear): "LIFE carries Kayser ads to a vast, new audience of smart American women. Our advertising in LIFE has proven satisfactory enough for us to continue indefinitely."—Agency, Fletcher & Ellis, Inc.

KELLOGG COMPANY (Kellogg's Corn Flakes): 1937 LIFE advertiser continuing.

—Agency, N. W. Ayer & Son, Inc.

KROEHLER MFG. CO. (Furniture): "LIFE is the spearhead of our 1938 spring advertising."

—Agency, Henri, Hurst & McDonald

LEHN & FINK PRODUCTS CORPORATION (Hinds Honey & Almond Cream): "We believe that LIFE reaches people with modern reading habits."

—Agency, Wm. Esty & Co., Inc.

LEITZ, E. INC. (Leica): "We cannot recall where we have received such immediate response and so large a number of inquiries. Of course we shall continue in LIFE."

—Agency, Calkins & Holden

LIFE SAVERS, INC.: 1937 LIFE advertiser continuing.

—Agency, Young & Rubicam, Inc.

LIGGETT & MYERS TOBACCO CO. (Chesterfields): 1937 LIFE advertiser continuing.

—Agency, Newell-Emmett Co., Inc.

LIPTON, THOMAS J. INC. (Lipton's Tea): A new LIFE advertiser in 1938.

—Agency, Young & Rubicam, Inc.

LORILLARD, P. CO. (Old Golds): A new LIFE advertiser in 1938.

—Agency, Lennen & Mitchell, Inc.

MAGAZINE REPEATING RAZOR CO. (Schick Injector Razor): 1937 LIFE advertiser continuing.

—Agency, J. M. Mathes, Inc.

MAIDEN FORM BRASSIERE CO.: A new LIFE advertiser in 1938.

—Agency, Arthur Rosenberg Co., Inc.

MAINE DEVELOPMENT COMMISSION: "Results in 1937 were far beyond expectations. We feel that LIFE gets to the very type of people that we want to come to Maine."

—Agency, N. W. Ayer & Son, Inc.

MASONITE CORP. (Presdwood, Temprite): A new LIFE advertiser in 1938.

—Agency, N. W. Ayer & Son, Inc.

MILES LABORATORIES, INC. (Alka-Seltzer): 1937 LIFE advertiser continuing.

—Agency, Wade Advertising Agency

MONROE CALCULATING MACHINE CO., INC.: 1937 LIFE advertiser continuing.

—Agency, Alley & Richards Co.

MOORE PUSH PIN CO.: "This year we have added LIFE to our list. We believe the readers of LIFE are among our most active potential customers."

—Agency, Carter-Thomson Co.

MORRELL, JOHN & CO. (Red Heart Dog Food): 1937 LIFE advertiser continuing.

—Agency, Henri, Hurst & McDonald

NATIONAL DISTILLERS PRODUCTS CORPORATION: 1937 LIFE advertiser continuing.

—Agency, Arthur Kudner, Inc.

NATIONAL HOTEL MANAGEMENT CO., INC.: 1937 LIFE advertiser continuing.

—Agency, J. Stirling Getchell, Inc.

NEHI, INCORPORATED (Royal Crown Cola): A new LIFE advertiser in 1938.

—Agency, James A. Greene & Co.

NEW MEXICO STATE TOURIST BUREAU: "LIFE is the finest magazine of its type being printed today."

—Agency, Ward Hicks

NICHOLSON FILE COMPANY: "LIFE is an advertising medium which we cannot afford to ignore, and we propose to continue using space in LIFE during 1938."

—Agency, Larchar-Horton Co.

*Advertisers who have already scheduled space in LIFE in 1938. The list (to be continued alphabetically) is necessarily incomplete. Certain advertisers who have announced their intention of using LIFE, but are not listed here, will be included in later reports.

(To be Continued)

LIFE - LIFE - LIFE - LIFE - LIFE - LIFE



GUESTS ARRIVING AT THE PARTY WERE FERRIED FROM THE STREET UP THE DRIVEWAY TO THE HADLEY HOME IN A REAL FLOOD BOAT

Life Goes to a Party

In Louisville to celebrate the first Anniversary of the 1937 Flood

During the last week of January 1937 the flood-swollen Ohio River inundated three-fourths of Louisville, made homeless 230,000 of its citizens, caused 207 deaths from drowning or exposure, destroyed property to the tune of over \$100,000,000. Trains were submerged, electricity cut off and martial law declared by Kentucky's Governor Chandler.

Nevertheless, like many a wholesale catastrophe, the flood provided an emotional release for many and its enforced informality gave the affair a certain picnic atmosphere for those not too badly hit. To revive the lighter side of this turbulent period, on Jan. 29, 1938, "The Central Flood Committee"—consisting of Mr. and Mrs. George E. Hadley of 1424 St. James Court—invited a select group of hale and hearty refugees to a "flood party." "Due to an unusually heavy fall of recollections during the last ten days," the invitations read, "there appears to be an eminent

danger of a record-breaking flood along the course of Memory River. You are hereby ordered to be evacuated from your residence. . . . Party Law is hereby declared for the duration of this emergency."

Guests, many of whom had done heroic work in the real flood, came around 9 p.m. in the same clothes they had worn exactly a year earlier. Bringing along lanterns, flashlights and candles, they were each required to give some sort of performance—a song, a dance or a recitation—on a miniature stage decorated with appropriate signs. "Rations" were washed down with coffee brewed in a big pot that had actually been used in relief stations. "Typhoid inoculations" were given and soon the roomy Hadley attic took on the air of an emergency station. By the time the last of the 72 "refugees" left at 2 a.m. it had been conclusively proved that an Act of God, in retrospect, can sometimes be a lot of fun.



Greeting guests at the entrance was Mrs. Frank Von Allmen who collected ten cents a head for the President's Birthday Fund. Here Zack Massie drops his dime into a milk bottle while Mrs. Von Allmen hands him an "identification card." All "refugees" wore numbers.



"Anti-woe serum" is administered to Hostess Hadley by Mrs. Von Allmen, laboratory technician who in the real flood gave 10,000 typhoid injections in the same costume she wears here. Signs at rear are printed in true flood style but their messages differ.



Even a flood party must have the Big Apple. Here Host Hadley and Guest Elizabeth Rodman strut their stuff. Mr. Hadley rescued over 100 persons in the flood by boat.



MRS. HAROLD RHODENBAUGH, THE PHOTOGRAPHER'S WIFE, RECITES AN ORIGINAL POEM

*The rain came down from heaven,
The flood came up from hell;
You could cling to the wet roof shingles
And hear the refugees yell.
Oh, the years have fled like the ponies
Fast in the stretch at the Downs,
But still we remember the privies,
The hypos, the howls, and the frowns.*

*Oh, we lapped up fried eggs at Thompsons,
We wore the same shirt for a week;
We drank so much tomato juice
Our joints began to squeak.
But still we remember the rain from heaven,
The flood squirting up from hell,
The heroes grown valiant overnight,
And, after, the lanterns they could not sell.*

Bartender Ned Herndon mixes a bourbon highball with an ice pick for Bill Herron while Susan Bush Beauchamp (left) and Frances Willett admire his flood technique. The curi-

ously worded sign is copied from one in the 1937 flood when Louisville's water supply was contaminated for days and typhoid inoculations were given at the rate of 50,000 a day.

Leading the way to the kitchen which fed the breadline is Julia Mashburn. Hungry refugees consumed flood rations of sandwiches, salads, potato chips, cheese and olives.



In a great 3-Year investigation in a leading University, Ovaltine was the only thing tested which improved the *Quality* of Sleep . . . 36 Men and Women slept in this test, for a total of 6,800 Test-Nights. The study was conducted by Men noted for Sleep Research...Ovaltine was the only thing which cut down "Tossing and turning", the only thing which increased the number of mornings on which Sleepers woke up feeling "well-rested" . . . Ovaltine is not a drug but a pure food. Make it your regular "Nightcap"—it is not habit-forming, but it is a mighty fine habit to form!

Life's Party (continued)



MRS. VON ALLMEN ACCOMPANIES HER OWN SONG ON THE ORGAN

*Put-put George—put-putting down Broadway,
Put-put George, a mighty man was he,
Put-put George, put-putting in a put-put,
Trying to break the record of the Robert E. Lee.*



A spirited duet was sung by Host Hadley (right) and Frank Von Allmen whose beard means he is the man with an electric razor who couldn't shave during the flood without electricity. A dairy manager, he hauled milk 50 miles in the real flood.

Distilled

FOR AN HOUR'S JAUNT OR A JOURNEY SOUTH

THIS OIL *Keeps your engine clean* AND PREVENTS WEAR



Palm-lined highway at Ormond Beach, Florida



Whether you're crossing the city to see a friend or driving across the whole continent, you need the best oil you can buy.

For it is not the distance that matters! It's the fact that as soon as you get your engine turning over you're running the risk of excess wear—unless you're using a modern oil such as Havoline.

Havoline is made for modern motors. It is distilled to eliminate impurities. It is designed to add thousands of miles of smooth motoring to the life of your engine.

Oils break down because of the engine's tremendous heat. They leave a residue. Sludge, tar, hard carbon are deposited in your engine. Its effectiveness becomes impaired. Often costly wear results.

Havoline keeps your engine clean.

Buy Havoline, for protection from wear. On sale throughout the country at Texaco Dealers.

INDIAN REFINING COMPANY, INDIANAPOLIS
Affiliated with THE TEXAS COMPANY





WIRES HUMMED, PRESSES CLATTERED

when the Steamer "Robert E. Lee" beat the "Natchez" in the Mississippi's greatest race. ** But of far more importance to industry to-day is the patented tooth construction of Nicholson brand files, making news everywhere there is metal to be removed . . . Controlled Serrations* on the tooth points enable users of these files to work faster, easier, at lower cost. Nicholson File Company, Providence, R.I., U.S.A.

*PATENTED

A FILE FOR EVERY PURPOSE



PICTURES TO THE EDITORS

BEAUTIFUL KILGORE

Sirs:

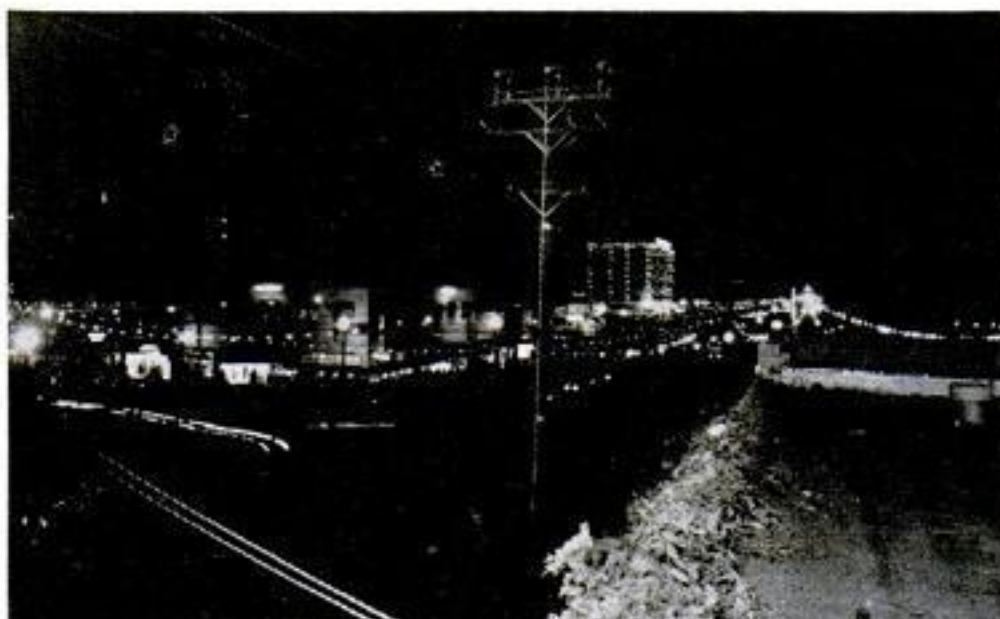
In your issue of Jan. 31, referring to the oil-well fire in the downtown district here, you said: "Kilgore stands high in the U. S. gazetteer of municipal unsightliness" and it is "small, flat and naked." Your comment came like a kick in the pants when you aren't expecting it. I send you these pictures of Kilgore to show you how wrong you were. We have the grandest system of paved roads in the State and our \$50,000 white way light system will illuminate plenty for you to see. As of Feb. 1 there were 24,000 oil wells in Kilgore. Kilgore

is possibly the richest city per capita (pop. 15,000) in the nation. Its school system is worth approximately \$1,000,000. The city has a \$50,000 swimming pool, a country club, a hospital.

Kilgore has plenty of life—it is new and invigorating as an early morning breeze sweeping from our pine-clad hills. Toss that gazetteer out the window and come down sometime.

TED READ
Editor

Kilgore Daily News
Kilgore, Tex.



KILGORE BUSINESS DISTRICT LIGHTED UP FOR CHRISTMAS



KILGORE'S COUNTRY CLUBHOUSE COST \$25,000



KILGORE'S METHODIST CHURCH, ONE OF 19 THERE



HOME OF J. MALCOLM CRIM. COST: \$150,000

"BLIMP" & BRIDE

Sirs:

I am inclosing picture (left), taken in wrestling arena here, of Martin "Blimp" Levy, 625-lb. Boston wrestler and 114-lb. Birmingham, Ala., girl, Miss Velvie Budley,

whom he will soon marry in Miami. Levy said that "it was love at first sight."

ROBERT S. LOVING
The Herald Courier
Bristol, Va.-Tenn.



BUGLER BAKER

Sirs:

Here is a picture of Ralph E. Baker of Parsons, Kan., the man who started the Battle of San Juan Hill by mistake! Baker was pressed into service as a substitute bugler the morning of July 1, 1898, when the regular bugler took sick. The American troops were lined up at the foot of the historic hill, eager to start fighting.

Baker, waiting for General Joe

Wheeler to give him the order to blow "charge!" mistook a nod of his head as the signal and began tooting. Other regimental buglers the length of the American lines took up the call and the charge was on, with no chance of stopping it.

Baker was given a sound verbal thrashing by the irate general and relieved from his bugling duties.

N. M. KUNKEL
City Editor

The Parsons Sun
Parsons, Kan.

THIS MUCH MORE IN A SHELVADOR

EXCLUSIVE!

MORE
• BEAUTY
• ECONOMY
• CONVENIENCE
• ACCESSIBILITY

CROSLEY
ELECTRIC REFRIGERATORS

★ ★ ★

**CLEM
McCARTHY**
FAMOUS
SPORTS
ANNOUNCER

Tells Why



**AMERICA BUYS MORE
HIRAM WALKER GINS
THAN ANY OTHER KIND**

"For years the making of gin was a thousand-to-one chance. The many ingredients that go into gin come from all over the world and naturally vary in flavor. But Hiram Walker has found a way to get uniformly perfect taste from a combination of AMERICAN grain...coriander seed from MOROCCO...cassia bark from CHINA...juniper berries from ITALY...and orange peel from SPAIN!"

"At Hiram Walker's famed Peoria distillery—the world's largest—you ought to see the amazing refractometer that measures the flavor-strength of each ingredient...then watch the exclusive Controlled Condensation Process that scientifically controls the gin's flavor throughout its entire distillation!"



"It's a cinch to make perfect Martinis with Hiram Walker's gin, Mr. McCarthy. That's why our patrons find that they always come out just right—never taste too 'thin' or too strong."



"The result is a uniformly smooth gin that has the same fine flavor from bottle to bottle. Just listen to what one gin connoisseur—Gene Gowing of New York City—has to say:"



"Well, Mr. McCarthy, I've been buying Hiram Walker's gin for three years and never a bottle was 'off-flavor.' I never have to vary my recipe to make up for variations in my gin!"

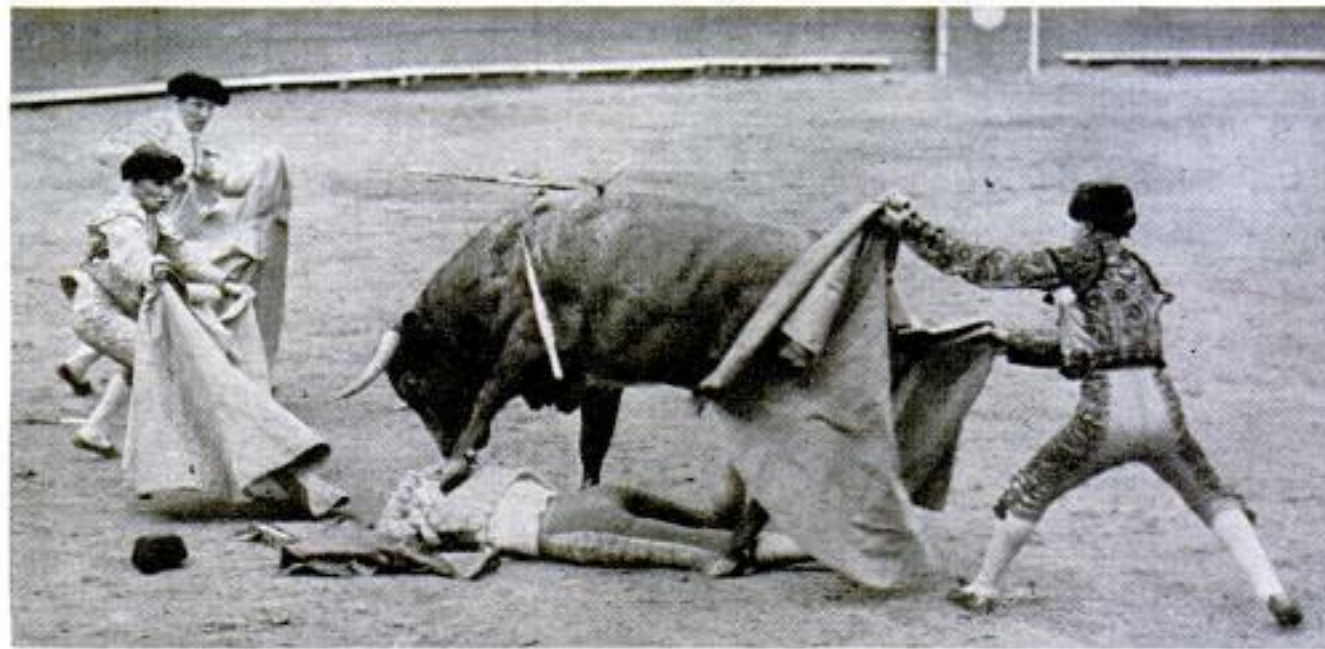


"And here's a professional authority on gin—Jimmy Corosu, famous bartender in one of New York's leading hotels. What's your verdict, Jimmy?"

Hiram Walker & Sons Inc., Peoria, Ill. Distilleries at Peoria; Walkerville, Ontario; Glasgow, Scotland.

PICTURES TO THE EDITORS

(continued)



"MATADOR ALWAYS WINS"

Sirs:

Attached herewith is a picture I thought you might find of interest. It was taken in Mexico City and refutes the theory

that "The Matador Always Wins." This matador, though seriously injured, arose and finally killed his bull.

E. A. ROSSER

St. Louis, Mo.



FAMILY ORCHESTRA

Sirs:

Mr. & Mrs. O. Norman Olsen and their nine children, of Vernal, Utah, can boast of an orchestra made up entirely of the members of the family. Last summer the family toured the United States from coast to coast and played at many places on that trip.

Left to right: Charles, 11, trumpet;

Lowell, 13, trombone; Lois, 13, piano; Virginia, 17, cello and clarinet; Mr. & Mrs. O. Norman Olsen, first violins; Helen, 9, second violin; Raphael, 15, flute and string bass; Marva, 7, drums and vibra-harp; (in front) Elaine, 5, second violin, and Norma, 3, rhythmic drum.

Mr. Olsen now runs a rural route.

PHOEBE C. LITSTER

Vernal, Utah



CHASING FLEAS

Sirs:

I am enclosing a few photos showing a mutt chasing fleas, thinking pos-

sibly they might bring a smile or two.

DON CANADY

Cleveland, Ohio

GOOD NEWS TRAVELS FAST!



Now millions praise
the new

SCIENTIFICALLY IMPROVED EX-LAX

TWO MILLIONS of people, Ex-Lax was the perfect laxative. They thought it couldn't be improved. And now here's the big news!—double news!—important news!... The laxative they said couldn't be better is better! Better in these three important ways:

TASTES BETTER THAN EVER!

Ex-Lax now has a smoother, richer chocolate taste. You'll like it *even better* than before.

ACTS BETTER THAN EVER!

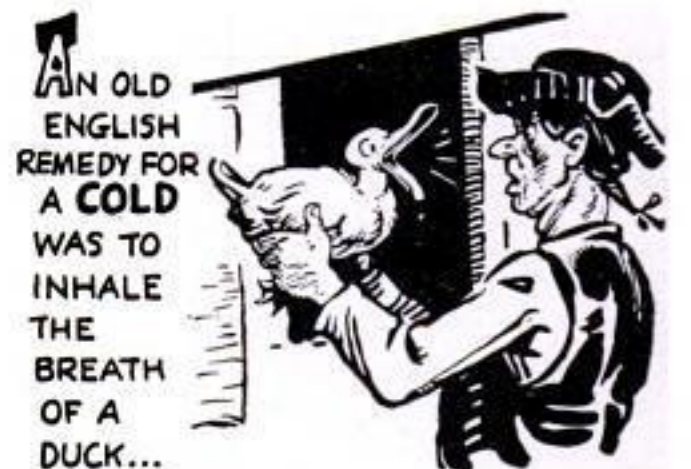
Ex-Lax is now even *more* effective. Accomplishes its purpose more thoroughly, more smoothly, in less time than before.

MORE GENTLE THAN EVER!

Ex-Lax is today so remarkably gentle that, except for the relief you enjoy, you scarcely realize you have taken a laxative.

...

No matter what laxative you're using, you owe it to yourself to try the new Scientifically Improved Ex-Lax. At all druggists in 10c and 25c boxes.



NOWADAYS—

Doctors don't trifle
with coughs—many
advise Pertussin—

GIVES QUICK, SAFE RELIEF

● Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years. It's safe and acts quickly. Sold at all druggists.

PERTUSSIN

—Large Trial Bottle for 10¢—

Seck & Kade, Inc., Dept. AD-16, 440 Washington St., N.Y.C. Please send me a large Trial Bottle of Pertussin. I enclose 10¢.

Name _____
Address _____

Alkalize with Alka-Seltzer AT ALL DRUGGISTS

Bewise - Alkalize

An Alka-Seltzer Tablet in a glass of water makes a sparkling pleasant solution. Drink it and it gives quick relief from Headaches, Sour Stomach, Distress after meals and other common ailments. It also helps correct the cause of the trouble when associated with an excess acid condition.

30¢ & 60¢ PER DOZ.
TUNE IN 7:30 P.M. NATIONAL BAKED DANCE SATURDAY NIGHT NBC-NETWORK
OR BY THE GLASS AT DRUG STORE SODA FOUNTAINS

WITH ALL THEIR LITTLE ACHES AND PAINS, AND "MORNING AFTER" WOES, WHO'D WANT TO LIVE WITHOUT A MAN? I WOULDN'T, - GOODNESS KNOWS!

MINE OVERSTUFFS AND THEN COMPLAINS, HIS STOMACH'S "ON A TEAR," BUT A GLASS OF ALKA-SELTZER SETTLES THINGS RIGHT THEN AND THERE

WHEN COLDS OR HEADACHES GET MY MAN SAY! HE'S NO "ANGEL CHILD," I GIVE HIM ALKA-SELTZER, BEFORE HE DRIVES ME WILD

Alkalize with Alka-Seltzer

FALSE TEETH

"Stay Put" Only If
Gums "Stay Put"

Stability is what every dental plate wearer needs. Assurance that he can eat anything—appear anywhere at any time without his plate rocking, sliding, dropping down or popping out at just the wrong moment. But does he—do you—get it?

Well no—not permanent stability as a rule. As every dentist knows, mouth tissues constantly change. And as they change, even the most perfectly fitting plates tend to lose their stability and deprive you of security and comfort.

Have your dentist readapt your plate to changing mouth conditions. And never appear in public without first sprinkling FAS-TEETH, the new alkaline powder, on your plates. FAS-TEETH makes plates hold securely all day long. Special alkaline content prevents sore gums, acid, "hot mouth," bad (denture) breath. Get FAS-TEETH at any drug store. Accept no substitutes.



Eczema Resinol quickly stops the itching and aids healing. Doctors *torture* and aids healing. praise it and use it widely. **Relieved**

GET A JAR TODAY

● Your Customers are Business Men

Business men spend industry's dollars on steel and storage batteries. They spend their own dollars on new cars and cameras. Whatever your product is, business men buy it.

● Business Men Read Fortune

FORTUNE writes of business as no other magazine can. Naturally people interested in business read it. They keep subscribing because FORTUNE is clear, accurate, and interesting.

● Fortune Readers Read the Ads

89% of FORTUNE's readers say they turn to the advertising pages with the same conscious interest with which they read FORTUNE's editorial pages. Some say the advertising in FORTUNE is the only advertising they read.

Fortune means Business

A strong, skilful advertising campaign in FORTUNE may be seen and read by each one of FORTUNE's 130,000 subscribers and by 2,000,000 of their friends, relatives and business associates who beg or borrow it each month. "Strong, skilful" means persuasive and believable. And if you get an audience like FORTUNE's believing in your product—that means Business.

FORTUNE, 135 EAST 42ND ST., NEW YORK

*Follow
this pack*

for **MORE
PLEASURE**



Chesterfield

They Satisfy